



**MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED**

**BOARD MEETING HELD ON 4<sup>TH</sup> MARCH 2024, 15:00 – 17:00**

**BOARD ROOM, CITYCO'S OFFICES, 5<sup>TH</sup> FLOOR, ST GEORGES HOUSE, PETER STREET, MANCHESTER  
M2 3NQ**

**Present:**

Kumar Mishra (Chair) – The Edwardian Manchester  
Spencer Aldred – Edyn Group  
Vaughan Allen – CityCo Manchester  
Victoria Curley – Roomzzz  
Matt Townley FIH – Dakota Hotels  
Amanda Maxwell (observer) – Salford City Council  
Nick Brooks-Sykes – Marketing Manchester  
Paul Simpson – Growth Company  
Rebecca Heron – Manchester City Council

**In Attendance**

Rachel Kettle – Manchester ABID  
Sally Little – Growth Company

**Apologies**

Tracey Bishop – Premier Inn  
Adrian Ellis (observer) – Manchester Hoteliers Association  
Lara Cannon Melchor – Manchester ABID

**1. Welcome, introductions and apologies**

The Chair welcomed partners and thanked Paul Simpson for looking after the role. Apologies were offered from Tracey Bishop and Adrian Ellis.

**2. Minutes of the last meeting (17th January 2024) and actions**

**MABID040/24**

The minutes were approved as an accurate record of the meeting.

Actions arising from the last meeting were reviewed:

Action 44 (Be Kind Campaign) – This campaign has now been renamed STOP IT and is a public campaign to stop abuse at work. Properties were asked to signpost the campaign to support.

Action 45 (Retail x Accommodation BID) – Meeting arranged between ABID Chair and Jane Sharrocks and David Allinson for the 17<sup>th</sup> April.

Actions 47 (ekosgen) – The dashboard project is awaiting data inputs and will be brought to the next appropriate meeting.

Action 48 (Retail BID Pot) – VA has considered this, and it can be done subject to a proper planning process.



Action 49 (BVE MICE Buyers Fam Trip) – Itinerary to be circulated when ready.

Action 55 (Satisfaction Survey) – It was noted that the Retail BID doesn't undertake a survey of this kind.

### 3. ABID Manager Activity Update

MABID041/24

In the time following the last Board meeting, a further 10 Q2 payments had been received meaning that 10 were still outstanding.

It was noted that MCC were still facing IT issues but that they had followed through on their agreement to issue Q2 reminders manually on 16<sup>th</sup> January.

Q3 bills were issued with a payment deadline of 1<sup>st</sup> January and, as of the meeting, 20 were outstanding.

**Action 56: BH to arrange meeting with Charles Metcalfe and MCC IT to solve persistent IT issues.**

**Action 57: SL and BH to have a separate meeting.**

The ABID Manager took the Board through an overview of media visits and ABID presence at trade shows.

An updated Levy Payer Engagement spreadsheet was shared which showed a handful of properties that not as engaged as others. The ABID Manager agreed to contact these properties.

**Action 58: RK to organise meeting with identified properties.**

The plans for the Leisure Visitor Survey were shared with the Board. The Board was updated on the plans to extend the project for 12 months.

RK gave an overview of plans for the All-Partner Event on 18<sup>th</sup> March. The Chair of the Board suggested that Board members take full advantage of the event to catch up with ABID properties before the next Board meeting.

**Action 59: Accommodation board members to carry out meetings with colleagues.**

Following Sophie Atalay's departure, the City Welcome group has been without a Board representative. Victoria Curley agreed to join as City Welcome Board Lead.

RK was asked to make sure that all Board members are invited to working groups going forward.

**Action 60: RK to share working group dates with Board.**

### 4. Workstream Updates

RK took the Board through an update of each workstream.

#### Marketing

MABID042/24

The plans for Year 2 marketing activity were shared. It was noted that these plans need to be more specific with more details as the year progresses. It was explained that the workstream updates are outlines that will be finalised once budgets have been fully signed off.

Year 2 marketing plans build on the positive work done in Year 1. The plans are also drawing on insight from, and are endorsed by, a group of Sales and Marketing representatives from ABID properties. Key markets remain



the same as in Year 1, UK & Europe, US and GCC. Year 2's Summer Campaign will incorporate what was learnt from Year 1 Pride activity into a "Pride week". More work needs to be done with venues and attractions.

KM noted that the ABID needs to ensure that we are bringing partners who are driving demand into discussions. NBS suggested that Confex is a good example of this as a wide selection of venues were represented.

**Action 61: Discussions to be arranged with organisations such as Ticketmaster, MCFC, AO Arena and Co-op Live.**

RK offered to set up separate meetings with Rachel Witkin if the Board would like more detail on the plans.

#### Business & Events

**MABID043/24**

BVE Year 2 delivery activity will focus on business development, subvention, digital/press/content and on territory/in market promotion. It was noted that Year 2 will continue to deliver increased profile for the city as a major national and international convention destination, new buyer activity an uplift in bids for year-round business with particular focus on ABID need months.

It was highlighted that there had, at the time of the meeting, been 19 subvention requests so far. KM requested that a full breakdown of bids submitted be brought to the next meeting.

**Action 62: Full breakdown of subvention bids to be brought to the next meeting.**

Year 2 will see an international press campaign across European, American and Asian publications; this is something that hasn't been done since 2018 which highlights the additionality the ABID offers. With the MTV EMAs, Chanel and new product, it was noted that there will be lots to shout about internationally.

The ABID is also supporting Manchester's attendance at Confex and SportAccord with Manchester attending the latter for the first time in 15 years.

**Action 63: BVE workstream meeting dates to be shared with partners/levy payers by RK until Jan 2025.**

#### Consumer Events

**MABID044/24**

The Consumer Events working group had met in February to sign off plans for 24/25 delivery activity. The Board were informed that it had been agreed that the core of the commissioning programme would remain the same for at least the next two years, to allow events to develop. The group had also agreed on Pride expansion activity and increased work on the second year of Beyond the Music. A third event to cover Jan/Feb was still being scoped.

Meetings with the Pride team had all been very positive, with lots of support for the ABID plans to extend Pride activity into a weeklong event.

**Action 64: CityCo (VA) to present specific plans on where the funds provided to enhance Pride week activation will be spent.**

It was highlighted that the Council's Event Commission will identify large opportunities so there may be something that the ABID can support via this.

**Action 65: Include Events Commission as an agenda item for the next Board meeting.**



Manchester City Council have recently commissioned a piece of work to help progress the development of the Events Commission. This work is being supported by ABID.

City Welcome

**MABID045/24**

There had been lots of positive comments about cleaner streets. Plans for Year 2 include more funding into this area to maintain this good work.

The Hosts team will operate with the same number of staff into Year 2. It was noted that there is provision for a small number of hours to be given to support specific ABID events such as Pride and Beyond the Music.

**Action 66: Discussion to be had around Hosts working at ABID events.**

Year 2 plans also include money for a Project Pot which could cover extra greening and planting around key gateways. KM and MT questioned whether this could be used to get involved with plans for Piccadilly Gardens as the MCC design brief has now been put out.

**Action 67: BH to provide updates on progress with Piccadilly Gardens.**

**5. ABID Finance Update**

**MABID046/24**

SL took the Board through full accounts update and Year 2 budget was approved. It was explained that the Income position at P10 is reflective of 100% of hotels paying for Q1-Q3 and Jan 2024. Appendix 2 shows where the underspend which was previously discussed is now being held.

**Action 68: A paper will be brought to the next Board meeting around the spending of the savings and efficiencies budget**

**6. AOB:**

**MABID047/24**

The next meeting will be on Monday 17<sup>th</sup> June 15:00-16:30 at the CityCo offices, 5th Floor, St Georges House, Peter St, Manchester M2 3NQ.