



**MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED**

**BOARD MEETING HELD ON 17<sup>TH</sup> JUNE 2024, 15:00 – 16:30**

**BOARD ROOM, CITYCO OFFICE, 5<sup>TH</sup> FLOOR, ST GEORGES HOUSE, PETER STREET, MANCHESTER**

**Present:**

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

**In Attendance**

Rachel Kettle – Manchester ABID  
Sally Little – Growth Company  
Lara Cannon Melchor – Manchester ABID

**Apologies**

Adrian Ellis (observer) – Manchester Hoteliers Association  
Rebecca Heron – Manchester City Council

**1. Welcome, introductions and apologies**

The Chair welcomed the Board. Apologies from Becca Heron and Adrian Ellis were noted.

Conflicts of Interest

No conflicts of interest were raised.

**2. Minutes of the last meeting (4<sup>th</sup> March 2024) and actions**

**MABID048/24**

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

Actions arising from the last meeting were reviewed:

**Action 69: Bulleted actions to be shared with attendees and Board following working group meetings.**

**Action 70: KM and VA to keep Board updated on Co-op Live discussions.**

All other actions were either complete or ongoing.



### 3. ABID Manager Activity Update

MABID049/24

At the time of the Board meeting, there were only 8 outstanding payments for Year 1.

It was noted that MCC were still facing IT issues with the automated reminders. SL explained that the plan to second a member of staff from The Growth Company is still going forward in case the resource is needed to expediate the process in the future.

**Action 71: Any ongoing MCC IT issues and subsequent delays to be raised at any future meetings with The Leader.**

**Action 72: RK to share media coverage coming out of media visits as/when they are published.**

RK informed the Board that she had met with several new GMs in the months since the last Board meeting. Since May, she had met with 7 GMs across ABID properties.

Since the last Board meeting, the proposed Leisure Visitor Survey had been launched.

RK shared the first draft of the data dashboard that has been developed with ekosgen.

**Action 73: Link to data dashboard to be included in the newsletter closest to its completion.**

The ABID's first internal audit report was very positive, demonstrating that robust systems and due processes for the operation of the new ABID Company had been effectively established. The Chair suggested that the report and actions are revisited in 6 months' time. RK also noted that the KPI document that is being developed as an action of the report will be shared at the next Board meeting. **Action 74: Add internal audit update as an agenda item to January 2025 Board meeting.**

**Action 75: KPIs master document to be brought to October Board meeting.**

### 4. Workstream Updates

RK took the Board through an update of each workstream.

#### Marketing

MABID050/24

Plans for the Summer campaign were outlined, noting that there has been a focus on value for money and extending the campaign's reach, in effect doubling the ABID marketing budget with partner support. There will be a staggered launch to the campaign, reflecting short booking lead-in times, with initial activity due to launch in July with a focus on LGBTQ+ audiences within the UK and Ireland to align with event activity and then a later launch aimed at Europe, US and GCC.

It was noted that results from the Winter campaign would be ready towards the end of July.

**Action 76: Add OTA option discussion as an agenda item at next Marketing working group meeting.**

#### Business & Events

MABID051/24

There had been a dramatic uptick in the number of subvention applications.



The Board raised their concerns surrounding how we track the actual impact of subvented events. RK explained that there will be a post event survey sent out prior to the payment of all subvention awards which will request this data.

**Action 77: Post event Evaluation Reports to be shared with the Board.**

**Action 78: Include conferences and events that have been awarded subvention in the monthly newsletters.**

An issue surrounding enquiries relating to events outside of the current ABID period and their potential loss due to being unable to guarantee funding support was raised. KM outlined several options which could resolve this problem: the rollover underspend could be ringfenced to commit subvention beyond the current ABID term which could be managed by either GC (Growth Company) or MCC. There was a discussion about how soon a second term ballot could be held in order to create a longer delivery period.

**Action 79: Ringfence underspend as post term subvention pot. SL to advise on Next steps so that we can go to market with this message and have clarity.**

**Action 80: Explore timelines for re ballot.**

There had been positive feedback out of the workstream's April Buyers Trip, and the Board agreed it was a highly worthwhile exercise and were pleased to hear that the workstream plans for more similar trips in the future. KM suggested discussing these types of familiarisation trips with partners such as the AO Arena and Co-op Live as we could collaborate on activities in this area.

RK took the Board through the annual subvention report. KM highlighted that subvention was in a healthy position.

#### Consumer Events

**MABID052/24**

The plan for Pride activity is based on looking to synchronise, support and amplify what is already in the city through work with other business' and VisitManchester. The formal expansion of Manchester Pride Festival had been agreed with new dates of 16<sup>th</sup> – 26<sup>th</sup> August. Prior to the Board meeting, the branding for the new LGBTQ+ film festival had been confirmed. The festival will include showings of both classic and new films, Q&A sessions with industry professionals including those behind the making of Queer as Folk, and more. The team have liaised with accommodation providers to source a number of venues with screens that will appeal to a range of audiences.

**Action 81: Report from Winter event research to be shared once available.**

**Action 82: Itinerary and press release for film festival and wider Pride activity to be shared. VA to share insights in Jan 2025**

VA took the Board through an update of ongoing conversations with venues and event organisers.

The Board was shown the proposed funding process flow and criteria. RK also explained that the offer paperwork and Terms and Conditions were also being worked on.

The Board agreed that any B2B events should be funded by the BVE subvention pot, while B2C events' funding should come from Consumer Events budget.

It was noted that the Events Commission Report was due July 9<sup>th</sup>.

#### City Welcome

**MABID053/24**



It was reported that work for this workstream was progressing positively.

A security manual update was underway.

It had been agreed that hosts would now be on hand at ABID events as proposed.

The Board was informed that the PaCT launch would now be on July 31<sup>st</sup> (postponed due to the announcement of the General Election) and would include collection of the kits and a 25-minute training session.

## 5. ABID Finance Update

MABID054/24

SL took the Board through P1 accounts. It was agreed that any requests to use the underspend will be expressed in the specific workstream papers, and the Board will approve any expenditure

The Board agreed to keep the contract for managing the invoicing process with MCC for the rest of the financial year to allow for IT issues to be resolved and to see how CityCo get on with managing their own invoices for the retail BID (Business Improvement District).

As none of the levy partners had applied for a reconciliation by the deadline given, the Board agreed that no reconciliations would be made for Year One (in line with the guidelines set out in the ABID Business Plan).

## 6. Changes to ABID Board

MABID055/24

As SA, PS and AE will be standing down, several Board changes were needed.

A vote was put to the Board and Jodi Hinks of Hyatt was elected to join the Board following the receipt of necessary paperwork.

PS will be replaced by SL as the Growth Company Board representative.

**Action 83: Board to consider whether they would want to appoint an observer following AE's departure.**

## 7. AOB

MABID056/24

KM offered congratulations to PS on his retirement and thanked PS, AE, and SA for their work while on the Board.

The next meeting will be on Thursday 17<sup>th</sup> October 14:30-16:00 in the Lemn Sissay meeting room at Lee House, 90 Great Bridgewater Street, Manchester, M1 5JW.