



MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 17TH OCTOBER 2024, 14:30 – 16:00

LEMN SISSAY MEETING ROOM, LEE HOUSE, 90 GREAT BRIDGEWATER STREET, MANCHESTER

Present:

Kumar Mishra (Chair) – The Edwardian Manchester
Victoria Curley – Roomzzz
Matt Townley FIH – Dakota Hotels
Vaughan Allen – CityCo Manchester
Amanda Maxwell (observer) – Salford City Council
Rebecca Heron – Manchester City Council
Sally Little – Growth Company
Jodi Hinks – Hyatt Regency & Hyatt House

In Attendance

Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID
Sook-Kyung Lee – The Whitworth (for a ten-minute presentation on future plans for The Whitworth)
Stephanie Newton – Marketing Manchester (BVE & Subvention papers)

Apologies

Tracey Bishop – Premier Inn
Nick Brooks-Sykes – Marketing Manchester

1. Welcome, introductions and apologies

The Chair welcomed the Board. Apologies from Tracey Bishop and Nick Brooks-Sykes were noted. The Chair welcomed Jodi Hinks to her first Board meeting as a member of the ABID Board.

Conflicts of Interest

No conflicts of interest were raised.

The Whitworth – Sook-Kyung Lee

Sook-Kyung Lee, Director of The Whitworth, joined the Board to give a presentation on the upcoming Turner exhibition and future plans at The Whitworth.

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

MABID057/24

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

Action 84: Workstream meeting dates to be scheduled and shared.

Action 85: Explore new dates for ABID Board meetings in FY25/26.

Actions arising from the last meeting were reviewed:



Action 70 (Co-op Live) – Discussions are ongoing, but it was suggested that another meeting should be held with Guy Dunstan, the new General Manager and Rebecca once they are settled into their new roles.

Action 86: Start conversations around a meeting with the Co-op Live team.

Action 74 (Internal Audit) – It was noted that there were no issues arising from the internal audit. The second draft of SLAs were expected to be ready a few weeks after the Board meeting.

Actions 75 (KPIs) – RK provided the Board with an update on the KPIs highlighting that where figures couldn't be shared, the method by which they were being measured were shared in order to ensure they were on track. The KPI master spreadsheet will be presented to the Board annually.

Action 76 (OTAs) – It was suggested that options for working with international OTAs and those with more relevance in the aparthotel sector should be explored. VC reported that options and conversations around a serviced apartment FAM trip were ongoing. TV productions were a key target market but despite good conversations with Screen Manchester initially, things had now gone quiet.

MT informed the Board that he would be attending SET conference in New Orleans in November and would scope this for potential ABID attendance next year.

Action 87: MT to report back on attendance at SET conference.

Action 80 (Re-ballot) – Plans around the re-ballot were agreed to be brought to the January Board as part of a 2-year business plan. This will help form the base of conversations for activity for the years ahead.

Action 88: Re-ballot plans to be included on January Board agenda.

Action 83 (New Board observer) – The need for a new Board observer following the departure of Adrian Ellis, who had been invited to join as he was the Chair of the Manchester Hotelier's Association, was discussed. As the new Chair of the MHA, Matt Townley already represents Small Hotels, the Board agreed to do some gap analysis to identify any missing representation on the Board.

Action 89: Gap analysis to be actioned.

All other actions were either complete or ongoing.

3. ABID Manager Activity Update

MABID058/24

Billing

There had been further movement in terms of payment status since the papers were circulated, with 1 outstanding payment from Q4 of FY23/24, 6 outstanding payments from Q1 of FY24/25 and 42 outstanding from Q2.

Leisure Visitor Survey

RK took the Board through plans to engage field agents as part of the expanded plans for the current leisure visitor survey the ABID has been running. This work, running alongside the current survey will take place in Q4 alone, to gather more information about January-March which has been identified as the main dip period. RK explained that the field agents will be positioned across the full range of properties to ensure robust data.



Working Groups

Action 90: Explore options for combining working group meetings where appropriate.

Board Chair nominations

Board members were asked to put themselves forward for the year-long role of Board Chair by 6th January 2025 with the new Chair being announced at the next Board meeting in January.

The next Board meeting will be held on 20th January 2025. RK also advised that plans were now underway for the next ABID All Partner Event.

4. Workstream Updates

Marketing

MABID059/24

Delivery of the Winter Campaign was reported to be well underway. The Board was asked to share any comments or ideas with Rachel Witkin so they can be factored into Year 3 plans.

Following a suggestion at the working group meeting to explore the opportunity to promote Manchester during screened sporting events, RK highlighted that the Marketing delivery lead is in conversation with Emirates Old Trafford around Manchester branding.

Business & Events

MABID060/24

Stephanie Newton, the BVE Delivery Lead, joined the meeting to present the BVE paper and lead a discussion on subvention.

SN took the Board through a breakdown of the topline statistics coming out of the BVE group's activity. So far in Year 2 there had been 43 bids submitted – equating to 41,430 delegates and an estimated economic impact of £63.4m, and 13 bids won – equating to 22,085 delegates and an economic impact of £20m.

It was explained that, whilst the ABID subvention scheme has been a very positive addition to the city's offer, there had been some challenges and so it had been decided that a separate paper should be brought to the Board.

Subvention Discussion

MABID061/24

SN took the Board through some of the key challenges that the team had been facing.

The Board agreed to the proposal of a sub-group which would focus solely on subvention and working on the current issues.

Action 91: Organise sub-group to focus on funding processes and criteria.

Consumer Events

MABID062/24



VA reported that the inaugural SCENE festival had been successful, with STR data showing that the launch night of the event saw an increase of c.20% on the previous years' figures.

Planning for Jan/Feb, specifically half term, was said to be underway with talks ongoing with partners around family offers. For Year 3, VA explained that CityCo are discussing expanding the New Year fireworks into the Lunar New Year to build on the city's connection with Japan.

On MTV, it was reported that there will be a week of activity prior to the main EMA award ceremony on the 10th November. MTV will be arranging city dressing, while the Leader of the Council was reported to be in talks with the airport to organise a welcome activation.

KM suggested that conversations with Manchester City Council should include the Christmas Markets and particularly how to put these back on the map. KM also raised questions around fireworks during New Year's Eve and Bonfire Night. BH confirmed that, following the refurbishments at the Town Hall, fireworks are no longer allowed to be set off from the building so VA suggested that Castlefield Bowl could be a suitable venue.

Following the earlier discussions around the subvention process, the Board agreed that the consumer events funding process would also benefit from a similar sub-group session to iron out any issues.

Action 92: Arrange for a consumer events sub-group meeting.

City Welcome

MABID063/24

Due to the meeting overrunning and swapping the running order, the Board were unable to go into discussions relating to City Welcome.

5. ABID Finance Update

MABID064/24

SL reported that there was little to note in the management accounts. The Board agreed that it would be helpful to see the amount of uncommitted funds, and that this is something that needs to be considered in the business planning.

SL explained the plans to bring the invoicing process in-house as CityCo had done with their Heart of Manchester BID bills. Conversations were starting with CityCo around whether they would be able to take on management of the ABID bills also. SL reassured the Board that this would be a straightforward process with a simple agreement. It would also remove the GDPR issues when dealing with MCC, meaning that the ABID could directly contact slow payers. MT agreed that this sounds like a sensible way to go.

Action 93: Going forward, include the payment status table in the ABID Manager paper, rather than the Finance paper.

6. AOB

MABID065/24

The next meeting will be on Monday 20th January 15:00 – 16:30. Venue tbc.