



MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 20th JANUARY 2025, 15:00 – 16:30

CITYCO OFFICES, 5TH FLOOR, ST GEORGE'S HOUSE, PETER STREET, MANCHESTER, M2 3NQ

Present:

Kumar Mishra (Chair) – The Edwardian Manchester
Victoria Curley – Roomzzz
Vaughan Allen – CityCo Manchester
Amanda Maxwell (observer) – Salford City Council
Rebecca Heron – Manchester City Council
Sally Little – Growth Company
Tracey Bishop – Premier Inn
Nick Brooks-Sykes – Marketing Manchester

In Attendance

Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID

Apologies

Jodi Hinks – Hyatt Regency & Hyatt House
Matt Townley FIH – Dakota Hotels

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies were noted. RK announced that following a call out for Board Chair nominations, KM would remain Chair.

Conflicts of Interest

No conflicts of interest were raised.

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

MABID066/25

The minutes were approved as an accurate record of the meeting and actions arising from the last meeting were reviewed:

Action 94: Workstream meeting dates to be scheduled and shared.

Action 86 (Co-op Live) – KM reported that he had met with Co-op Live, and that they are very keen to continue working with the ABID. KM asked whether more could be done to further the ABID's relationship with AO.

Action 95: BH to reach out to AO.

Action 96: RK to reach out to MHA Executive Team re. a potential new Board observer.

Action 97: Feedback following subvention assessment review to be brought to next Board.



All other actions were either complete or ongoing.

3. ABID Manager Activity Update

MABID067/25

Leisure Visitor Survey

Since last April, there had been 115 responses from the online survey accessed via QR codes in hotel lobbies. Fieldwork had now started across the 16 selected properties and 172 completed surveys had been collected on the first weekend.

Serviced Apartments

Following responses to a survey, a serviced apartment FAM trip would ideally be scheduled to take place in April 2025 with a focus on TV/Film production. BH highlighted that this would also work well with GM's push to increase the City's standing in this sector and the creative industries.

Action 98: BH to keep Board updated on MCC creative focus.

Healthcheck

It was reported that ekosgen were doing work on auditing the ABID KPIs which will be shared at a future meeting.

Reballot

RK and NBS had met with the ABID's BID Advisor to discuss next steps for the reballot. It was agreed to invite the BID Advisor to a future Board meeting.

All Partner Event

The next ABID All Partner Event will be held on 3rd April 2025 between 5-7pm at The Great Hall in The Whitworth and include curated tours of the Turner Exhibition which the ABID has supported.

The next Board meeting will be held on 6th March 2025.

4. Workstream Updates

Marketing

MABID068/25

It was reported that the two parts of the Winter Campaign were now live with activity ramping up. The campaign is heavily offer based across hotels and restaurants. Key things to note were new partnerships with Trip Advisor and Avanti, and the Board were asked for suggestions for other potential partnerships.

Action 99: Continue all avenues of conversations with similar potential partners e.g. Ticketmaster, ATG etc.

Business & Events

MABID069/25



So far in Year 2 there had been 64 bids submitted – equating to 77,560 delegates and an estimated economic impact of £119m, and 22 bids won – equating to 33,625 delegates and an economic impact of £45m.

Following the CHS and subsequent FAM trip there had been a number of strong enquiries. A MICE FAM trip has been planned for March focusing on a German audience with Spectra – one of the top ten incentive houses in Germany.

There will be a Manchester presence at SMU in New York with a large number of 1to1 meetings booked. Attendance at Confex will also be repeated in Q4.

Action 100: RK to follow up with BVE and Marketing Delivery Leads on Arabian Travel Market.

Action 101: Subvention document on ABID website to be amended.

Consumer Events

MABID070/25

The Consumer Events activity was reported to be layering in with the Winter Marketing Campaign alongside CityCo activity i.e. Super Duper Family Festival which includes a dedicated portal on the VisitManchester. ABID properties had all been contacted for information on any Winter and half-term offers they were running to be featured on the site.

KM noted that Tom from Hilton Deansgate had reached out regarding their offer.

Action 102: KM to share email thread from Hilton Deansgate with RK.

It was reported that a Manchester specific TV & Film trail had been developed and added to the suite of walking tours for visitors to the city.

The application for the ABID to provide funding towards Manchester's bid to host a speed climbing event had been approved by the panel. If successful, the event will take place in Albert Square in 2027.

Action 103: ABID opportunities to be explored surrounding climbing event.

It was reported that conversations with a US sporting body around a match and fringe events were looking optimistic for January 2026.

Action 104: BH to feedback to Council re. advance notice of New Year fireworks plans to hoteliers.

VA shared that plans were being put together between CityCo and Manchester City Council for the days following New Year for a festival-style event.

Feedback from the Christmas markets suggested that footfall had been lower than in previous years. BH to check on impact. KM suggested that the ABID could help amplify the markets.

City Welcome

MABID071/25



The Salford Pilot had been successful, and AM voiced that Salford City Council were very pleased with this work. Following this success, it was reported that plans were now underway for similar pilots in other areas e.g. Liverpool Road/Aviva Studios.

The Hotel Security Network was reported to have 80% take up across ABID properties, with 66 hotels signed up.

It was noted that the cleansing team were still taking ad hoc cleaning requests.

5. ABID Finance Update

MABID072/25

SL reported that there were no key issues to note at this time regarding the management accounts as most lines are accrued to budget.

SL took the Board through the proposed 25/26 budget and explained that a 4% bad debt was now being estimated instead of the 10% assumption used in the business plan. The ABID was reported to still be working to a 100% recovery.

The Board were then taken through a discussion surrounding transferring the responsibility for the recovery process from Manchester City Council to CityCo.

Board formally agreed to the transfer, subject to the correct measures and procedures being in place.

NBS shared concern around unallocated funds. It was explained that there were lots of reasons for this including better recovery rates and a Year 1 rollover from subvention and consumer events funding pots.

Action 105: SL to bring information on how the underspend was created to March Board.

NBS noted that the Board need to consider how this budget should be used within the next two and a half years. VC suggested that proposals will come from joint workstream meetings.

Action 106: Keep allocation of underspend as live, ongoing discussion.

Action 107: Include underspend availability in agenda for all working groups.

A request was made for an increased budget of £60,000 to maintain the successful Salford pilot within the City Welcome workstream.

The Board approved this request – to be reviewed at the Dec 2025 Board meeting as to whether this would continue into the 2026/27 budget.

6. Year 3 Business Plans & Draft Budgets Paper

MABID073/25

Marketing

It was shared that more engagement is needed from a wider group of voices to get the most out of activity going forward. Any feedback on priorities and target audiences is welcomed.

Action 108: Hotelier Board members encouraged to engage with peers to get the most feedback possible.

The ABID will attend SET and support FAM trips alongside close work with VisitBritain to attract 'setjetters'.

The press team will be focusing on supporting campaign work across markets, especially at international meet the media e.g. US.

BVE



A larger presence at The Meetings Show has been agreed. With ABID funding, Manchester will be the headline sponsor.

Manchester will also attend C2 in Montreal in an observer capacity.

A presence at IBTM was considered but ultimately it was decided that it would not produce a good ROI.

There will be an increased focus on FAM trips with particular emphasis on areas that have not yet benefitted, with three scheduled so far.

Consumer Events

VA explained that the next couple of years would focus on self-generated events in dip periods.

The Board were taken through the plans to expand on Scene in its second year working closely with Pride across the full month. It was noted that Scene has the potential to evolve.

The group intend to build on the upcoming Super Duper Family Festival over the next 2/3 years.

VA reported that work was also ongoing on activity during the New Year period.

Action 109: More detailed plans to be brought to March meeting.

City Welcome

The team have identified a city-wide issue with graffiti which will be one of the focuses for this next year.

Work will also be done to create an updated security guide for hotels.

It was reported that RK was exploring the option of revisiting Cultural Concierge.

7. AOB

MABID074/25

The next meeting will be on Monday 6th March 14:30 – 16:00. Venue tbc.