



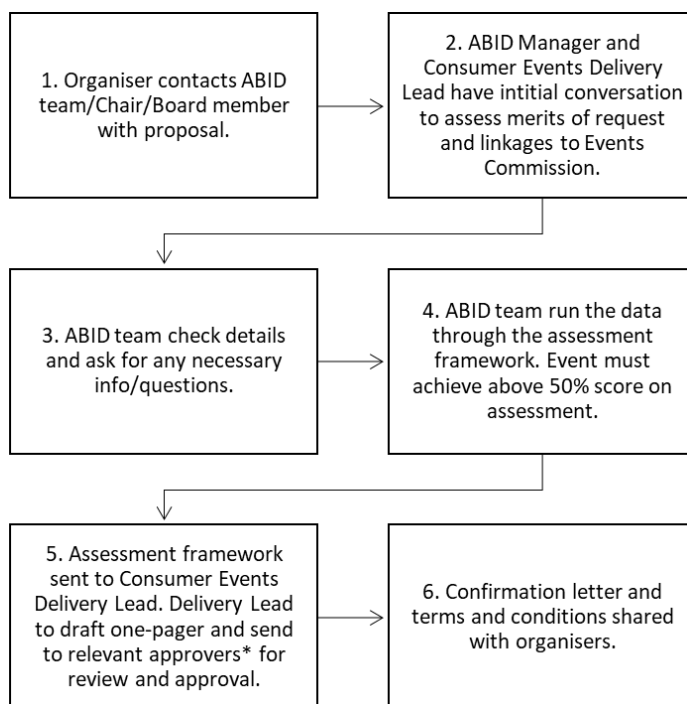
# MANCHESTER ACCOMMODATION BID

## Manchester Accommodation BID Consumer Events Criteria and Application Process

Manchester welcomes consumer events, recognising the impact that they have on the city's economy. Through funding created by the Manchester Accommodation Business Improvement District, the city is able to offer an award scheme to secure and host eligible events, which directly generate bed-nights, especially during dip periods in the calendar.

This funding scheme is in line with the ABID's objective to develop and attract new consumer events to the city; generating additional bed-nights in key periods of the year and supporting existing events to drive overnight stays, as outlined in the [Business Plan](#).

The fund is limited, and priority will go to those applications which can demonstrate a stronger contribution to the assessment criteria.



\*Approval levels are as follows:

1. Up to and including £50,000: Board Chair and Consumer Events Board Lead
2. £50,000 to £100,000: Board Chair and full working group
3. Above £100,000: Full Board

Applications will be scored against the following set of criteria, each of which may carry a different weighting to reflect their importance:

- Number of Participants/Attendees
- % of overnight stays
- Number of nights stayed p/visitor
- Month (Does the event take place during any of our need months?)
- Days (Does the event take place on any of our need nights?)
- Profile (Low/Medium/High)
- New/Existing (Brand new/Existing/One off but legacy impact/Existing but new to Manchester)

Applications must meet the following criteria:

- **Must** generate overnight stays.
- Minimum delegate cap to be considered.
- Can be domestic or international events.
- Must coincide with accommodation provider need periods e.g., January, Summer.

**Funding enquiries and requests for an application form should be directed to**  
[enquiries@manchesterabid.com](mailto:enquiries@manchesterabid.com)