



# MANCHESTER ACCOMMODATION BID

## Manchester Accommodation BID Subvention Criteria and Application Process

Manchester welcomes conferences and business 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 a subvention scheme to secure and host eligible conferences and major business events, which directly generate bed-nights, especially during dip periods in the calendar.

Applications for subvention are appraised using a framework which takes into account both the economic impact generated, and an assessment of how the conference aligns to the Manchester Accommodation BID's strategic objectives, as identified in the [ABID Business Plan](#). All applications are assessed by a panel of five accommodation provider members of the Manchester Accommodation BID Board.

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

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

### ROI (Return on Investment)

- Event type
- Duration
- Number of delegates
- Multi-year agreements

### Strategic

- Month
- Sector
- Social/Inclusive/Green
- Sustainability
- Improving impressions of the city
- Subvention critical

Applications must also meet some or all of the following criteria:

- Must be new business to the city (returning business may be considered on case-by-case basis).
- Minimum delegate cap of 500 (exceptional circumstances considered).
- Must generate overnight stays.
- Can be domestic or international events.
- Include all Business Visits & Events (BVE) segments e.g. incentive, corporate, association etc.
- Must coincide with dip periods e.g. January, February, March, July & August

### **Application Process**

- a. An application form will be shared with applicant.
- b. The completed application form will be returned to the Manchester Accommodation BID Manager for review.
- c. Manchester Accommodation BID Manager will check details in application form and request changes/further information if necessary.
- d. Once the applicant and Manchester Accommodation BID Manager agree the contents of the application form, the Manchester Accommodation BID Manager will run the data outlined in the form through the assessment framework.
- e. Once the information has been inputted and scored, in order to be considered for a subvention recommendation, each area – Cost/Benefit Ratio and Strategic Score (scored out of 75 and 25 respectively) – must achieve scores of at least 40%.
- f. If the application scores above the threshold of 40%, the Manchester Accommodation BID Manager will draft a recommendation to be submitted to the Subvention Panel via email. The Panel will comprise the five Manchester Accommodation BID Board Directors, and the decision will be made on a majority verdict.
- g. Offer letter and terms and conditions will be sent to the applicant for their signature.
- h. The applicant will be expected to complete a post event survey to release the fund.

*Please note: points d. to g. will be undertaken within two weeks.*

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