



MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 6th March 2025, 14:30 – 16:00

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
Sally Little – Growth Company
Tracey Bishop – Premier Inn (via Teams)
Nick Brooks-Sykes – Marketing Manchester
Jodi Hinks – Hyatt Regency & Hyatt House
Matt Townley FIH – Dakota Hotels

In Attendance

Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID

Apologies

Rebecca Heron – Manchester City Council

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies from Becca Heron were noted.

Conflicts of Interest

No conflicts of interest were raised.

2. Minutes of the last meeting (20th January 2025) and actions

MABID076/25

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

Action 110: Dates for booked working group meetings to be shared with Board.

Action 86 (Co-op Live) – KM reported he had had a brief introduction meeting with the Co-op team. RK had been attending regular meetings alongside Yvonne O'Malley and Mike Parrott from Manchester City Council Events Team. In relation to the AO Arena, VA confirmed that he had contacted the Acting General Manager, Gemma Vaughan to begin conversations.

Action 87 (SET Conference) – MT provided positive feedback from SET.

Actions 89 (Board Observer)

Action 111: MT to pick up with MHA Board.



Action 97 (Subvention)

Action 112: Subvention updates to be added to June agenda.

All other actions were either complete or ongoing.

3. Workstream Year 3 Plans

Marketing

MABID077/25

Presented by Delivery Lead Rachel Witkin.

Year 3 plans are shaping up well and sticking to key deliverables such as reach, target impressions, ROI and awareness & conversion activity. The key target audiences remain UK, Ireland, Spain, Germany and GCC, whilst always keeping an eye on other potential audiences.

Students had been identified as a possible target by the working group as events such as open days and graduations often take place in identified dip periods. The team were hoping to implement plans in the next six months.

The team were in the process of scoping out the next summer campaign which was likely to build on current activity to keep momentum alongside a strategic plan to extend Winter activity, still working with Expedia, EDreams and TripAdvisor.

RW emphasised that events will always be an important part of the marketing campaign and as such it is necessary to make sure that the consumer events are capitalised on internationally e.g. EuroPride and La Merce.

The team will attend Arabian Travel Market in April this year and continue to explore European events.

In terms of press, the team have been actively engaging with media at several European events. A member of the team was currently in Berlin for IMM and the launch of VisitBritain's StarringGREATBritain film and TV campaign launch.

RW noted plans to invest in digital for the VisitManchester website alongside looking into understanding how to best engage digitally. Following feedback from previous campaigns, a review of the creative approach would be undertaken.

KM asked when the Marketing and Communications working group had last met which was confirmed to have been February. VC highlighted that the groups last meeting was in fact the most productive to date as the people in attendance were those who did the job on a day-to-day basis and could see what the ABID was doing and what it could do.

Business & Events

MABID078/25

Presented by Delivery Lead Stephanie Newton.

SN confirmed that the group had last met just before Christmas and that plans for Year 3 had been built on discussions from then.



The team's focus on lead and regeneration was continuing, with 318 conference opportunities on the pipeline. The ABID had submitted 57 bids, with 27 won equalling an estimated economic impact of £27 million.

There had been a significant uptake in subvention applications in Year 2, with the team identifying future big-ticket events alongside close work with the Council's Events Commission.

MT raised the need for evaluation reports following ABID funded conferences and events, which SN noted was not common practice in the BVE environment. VA confirmed that a template was in progress for a similar report for Consumer Events so that the actual impact on occupancy could be measured.

Action 113: Explore options for BVE post-event evaluation report in line with work on similar document for Consumer Events.

Action 114: Collate research piece into room nights booked from ABID subvented events.

Action 115: Compare STR figures from previous equivalent dates with occupancy levels when ABID funded events were taking place.

In terms of PPC, SN confirmed the three main areas of focus were Sky, Google and LinkedIn.

On press, the team were targeting UK, EU and US markets with stories of new openings and high-profile events, highlighting what's coming up in the year ahead. Journalists had been invited to the increased number of FAM trips taking place out of this stream.

SN explained that a key focus for the workstream would be enhancing Manchester's profile at several key events and trade shows such as The Meeting Show which Manchester would sponsor and host a pre-show FAM trip. Manchester will also be sponsoring the lanyards and hosting 20 buyers on a London trip for CHS Birmingham. In September, the team will be present at the Association of Event Organisers Conference which will be host to 300 key decision makers. They will also attend IMEX America and Frankfurt.

Discussions took place around the idea of attending IBTM independently, but the team were advised not to do so and to go with MeetEngland as done previously. SN noted a desire for Manchester to attend film and entertainment shows.

Another three FAM trips have been scheduled for the upcoming year.

The group had voiced interest in a MICE event or activation around the city's football teams. While MUFC had not yet announced the locations for their pre-season tour, MCFC will be in Atlanta, Orlando and Philadelphia. SN confirmed that plans to be involved in Atlanta were being developed.

A Manchester to London MICE event was also under discussion.

Action 116: Conversations to be had around sporting events such as Emirates test cricket and darts.

Consumer Events

MABID079/25

Presented by Delivery Lead Gary Williams.



GW confirmed that the group last met in February during a very busy time focusing on the first Super Duper Family Festival.

The event had been created as part of a suite of events for the Jan-Feb dip period. Feedback had shown the event to be a big hit with families and highlighted what could be achieved in a short turnaround. While a full report was not yet ready, football was up by 10-15% during the event.

Action 117: Headline statistics following Super Duper Family Festival to be shared at June Board meeting.

In terms of Summer 2025, the team were looped into conversations around Manchester Live '25, Manchester City Council's plan for a Summer of music across the city through the months of July and August.

GW reported that the team will continue to support the extension of Pride for 11 days across August alongside building on the success of the inaugural SCENE festival. Plans were in train for bigger names and bigger venues to be involved in this year's SCENE activity e.g. MUBI, Glow Up and Waterloo Road.

For October, Beyond the Music will return for the third year with hotel lobby activations, though this activity may be moved to March.

Conversations were said to be ongoing with Manchester City Council around New Year 2026, with plans for building a compelling New Year season.

City Welcome

MABID080/25

Presented by Delivery Lead Richard Elliott.

The city host team was now back to full capacity with a team of 10 staff. They have evolved to be more dynamic by visiting cultural venues to increase knowledge, making use of the Tourist Information Centre and TfGM as well as developing their skills through BSL and vulnerable person training.

The cleaning team now has 4 dedicated ABID staff members. Following a successful pilot, the Salford cleaning scheme has now been confirmed. Subsequent pilots will now begin in 25/26 for the high footfall routes of Liverpool Road and Castlefield.

RE reported that a big focus for Year 3 was dealing with graffiti in the city, especially on Market Street. It was explained that there would be a policy of zero tolerance with work done every morning to remove graffiti.

On the BCRP, this was reported to be continuing to grow, with the ABID Hotel Security Group seen as a national example. RE noted that there would be an updated version of the Security Guide published this year.

4. ABID Finance Update

MABID081/25

SL took the Board through a finance update.

The Board was given the background to the current underspend. Future commitments will be mapped out going forward to see what needs to be kept back for future expenditure.

Action 118: Separate conversation to be had on underspend.

Action 119: Allocation of underspend needed prior to going to rebalot.



Action 120: Budget reforecast needed ASAP.

The budget had been approved through The Growth Company Board. It was confirmed that the requested £60,000 extra budget for City Welcome had been fully approved.

It was noted that Board approval would be needed for the transfer of invoicing responsibility from MCC to CityCo.

Action 121: Board to confirm KM delegate approval role for invoicing transfer.

The Board questioned whether increased subvention offers could contribute to solving the issue of the underspend. KM raised that venues may not be aware of what the ABID can offer. It was also questioned whether the ABID had recruitment needs – potentially additional resource for the BVE team.

Action 122: Collate a lost subvention business report to highlight ineffectiveness of low offers.

Action 123: Explore recruitment needs.

5. AOB

MABID082/25

The next meeting will be on Tuesday 17th June 14:00 – 15:30. Venue tbc.