



MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 17th June 2025, 14:00 – 15:30

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
Sally Little – Growth Company
Tracey Bishop – Premier Inn
Nick Brooks-Sykes – Marketing Manchester
Jodi Hinks – Hyatt Regency & Hyatt House
Rebecca Heron – Manchester City Council

In Attendance

Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID
Lauren Newby – GC Insight
Chris Fox – GC Insight

Apologies

Matt Townley FIH – Dakota Hotels

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies from Matt Townley were noted.

Conflicts of Interest

No conflicts of interest were raised.

2. Minutes of the last meeting (6th March 2025) and actions

MABID083/25

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

Action 110 (Workstream Meeting Dates) – All accommodation Board members to be optional attendees.

Action 124: NBS and KM to identify next steps to select a Board Observer.

Action 113 (Post-event evaluation reports) – KM noted that it would be helpful to include an STR comparison on any evaluation reports into ABID funded events.

Action 125: Update BVE evaluation report to replicate Consumer Events.

Action 126: Add STR figures to the subvention annual report for events



3. ABID Manager Activity Update

MABID084/25

Billing

At the time of the meeting, there were 13 outstanding payments from Q4 of Year 2. Year 3 Q1 bills had been successfully sent out following the invoicing responsibility being taken over from MCC by CityCo. It was noted that there had been a few enquiries, for which an FAQ style response system was being put in place.

Press & Comms

It was reported that an Irish travel writer had been in the city over the weekend, writing for the Irish Daily Mail and The Herald – the largest evening newspaper in Ireland.

Serviced Apartment FAM Trip

Due to a short lead time and low take up, the planned serviced apartment FAM trip had been postponed until October. The trip would now take place over a weekend, specifically October 3rd-5th with support from Leopold Marketing.

The next Board meeting will be held on 30th October 2025.

4. Workstream Updates

Due to a packed agenda, the workstream papers were taken as read, and in-depth updates were limited to specific issues for discussion.

Marketing & Communications

MABID085/25

It was noted that there is a 60-day turnaround on campaign wrap reports. However, VC explained that this is flexible due to campaign activity sometimes being extended e.g. Expedia Winter campaign activity.

The Summer campaign was reported to be live and included on the website and landing page.

Business Visits & Events

MABID086/25

RK noted the recent change in Delivery Lead for this workstream due to Stephanie Newton's departure; Laura Mason would now take over the position.

The Meetings Show was due to take place over the weekend following the Board meeting, with 11 partners in attendance.

Action 127: Board members to be advised of future trade show dates in advance.

It was noted that 67% of the subvention budget for the five-year term had already been allocated. KM raised that this highlights the need to be prudent with what funding is agreed.

Action 128: Explore options for implementing time limits on how long a subvention award remains in-principle before a commitment from organisers.



KM raised that he would like to focus on the bigger asks following commitments to smaller tactical events. JH noted the importance of not losing sight of the smaller events that can lead to bigger opportunities down the line. NBS confirmed that the conference bidding and research team are working hard to win the big conferences.

RK noted that time of year may not be as key as it was initially felt. A year's forecast in terms of busy/quiet periods is perhaps more fluid than anticipated with partners sharing that June 2025 is not looking as good as a June would have been expected to for example. VA shared that the Council's external comms on enticing people to visit the city had been helpfully nuanced.

Consumer Events

MABID087/25

It was reported that Scene's 2025 programme will launch on the 2nd July.

VA explained that, with the Super Duper Family Festival as the ABID's Winter event and Scene as our Summer event, this workstream had found a nice rhythm. To date, 11 hotels had signed up to be involved in Scene with scope for this to increase. The "stay" message is at the forefront of Scene's second year.

It was agreed amongst the Board that funding for the BRITS and other big-ticket events could not all come from the Consumer Events pot.

Action 129: Consumer Events allocations and impact report to be created.

City Welcome

MABID088/25

VA confirmed that the update to the hotel security guide had now been completed.

It was shared that the City Hosts would be undertaking BSL and neurodiversity training on a 50/50 split across the team.

There had been a huge demand for cleaning via the city council. VA explained that this is not something that the ABID can offer but indicated that it may be raised when the time comes for rebalot. It was reported that the additional Salford cleaning was going well, and that plans for the Liverpool Road pilot were well underway.

93% of properties were now signed up to the BCRP.

5. Year One Healthcheck Presentation

Lauren Newby and Chris Fox of GC Insights attended the Board meeting to present findings from their independent report into the ABID's year one KPIs.

It was reported that all four ABID workstreams were working to, or surpassing, their allocated KPIs. LN and CF explained that they had found no major concerns, with minor recommendations noted in the report.

NBS asked if there was any similar work that the ABID could be compared to, to get a fuller understanding of performance. LN explained that, as the Manchester ABID is the first of its kind, this would prove difficult but that there may be scope for this further down the line in the lifetime of the ABID. CF explained that the healthcheck could be used as a sense check to test whether the KPIs are holding the ABID to task.

The presentation is attached to these Minutes and will be shared with all Levy payers.



6. ABID Finance Update

MABID089/25

It was noted that P1 and P2 accounts were showing an underspend, but that this was solely down to a timing issue and was not a true reflection of spend.

SL had been tasked with a budget reforecast which had been included in the Board paper along with a comparison to the original budget.

The Board agreed that funds from the unallocated pot should be used to part-fund the ABID's contribution to the recently announced BRIT Awards.

Action 130: NBS/SL/VA to discuss changes to prospective income due to room numbers and STR data.

The Board approved Chair delegation for signing of financial statements.

7. Recruitment of Board Members

MABID090/25

NBS explained that, as a matter of good governance and transparency, a call out for anyone wanting to put themselves forward to become an ABID Board member would be going out shortly. It was stressed that this was not any reflection on the current ABID Board, and they were welcome to reapply.

The results will be reported at the next Board meeting, with any new Board members taking their positions at the January 2026 Board meeting.

8. AOB

MABID091/25

Action 131: KM to continue conversations with Manchester Central and Fresh on event research project.

TB raised interest in the possibility of extending the ABID boundaries to include Trafford.

SL shared the news that this would be her last Board meeting as she was soon to leave her position with The Growth Company.

The next meeting will be on Thursday 30th October 14:00 – 15:30. Venue tbc.