



MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

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

LEMN SISSAY MEETING ROOM, LEE HOUSE, 90 GREAT BRIDGEWATER STREET,

MANCHESTER, M1 5JW

Present:

Kumar Mishra (Chair) – The Edwardian Manchester
Victoria Curley – Roomzzz
Amanda Maxwell (observer) – Salford City Council
Nick Brooks-Sykes – Marketing Manchester
Jodi Hinks – Hyatt Regency & Hyatt House
Rebecca Heron – Manchester City Council

In Attendance

Rachel Kettle – Manchester ABID
Sarah Jackson – Growth Company (deputising for Leigh Richardson)
Lara Cannon Melchor – Manchester ABID

Apologies

Vaughan Allen – CityCo Manchester
Leigh Richardson – Growth Company
Tracey Bishop – Premier Inn

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies from Vaughan Allen, Leigh Richardson and Tracey Bishop were noted. Sarah Jackson was in attendance in place of Leigh Richardson.

Conflicts of Interest

No conflicts of interest were raised.

2. Minutes of the last meeting (17th June 2025) and actions

MABID092/25

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

Action 131: BVE evaluation reports to be included in Board packs.

Action 132: Subvention tracker link to be shared with Board.

Action 133: BVE events and trade show dates to be shared with Board members well in advance.

Action 128 (In-principle Process) – An explanation on why implementation of a time limit on in-principle awards was given. JH expressed that her concern was more for when the fund is reaching its limit. NBS noted that the process will be further investigated.



Action 134: KM suggested including a line in the next term's Business Plan on borrowing funds from different years and workstream budgets.

3. ABID Manager Activity Update

MABID093/25

Board Change

RK explained that following Sally Little's departure from the Growth Company, Leigh Richardson would be taking over as the GC representative – Sarah Jackson was in attendance in Leigh's place for this meeting.

RK announced that, following an online election, KM had retained his role as representative for large hotels. In all other representative categories, only the incumbent Director had been nominated, so these roles remained unchanged.

Chair Position

The process for renewing the Chair was highlighted, with Board members given a deadline of Monday 5th January 2026 to put themselves forward. *(Please note, this deadline has since been brought forward to the 14th November)*

Serviced Apartment FAM Trip

RK reported positive feedback from the Serviced Apartment FAM trip that took place earlier in the month, including lots of LinkedIn coverage. JH shared her own feedback that she agreed to pass on to the external company that helped to organise the catering and venue.

Action 137: JH to speak to Leopold Marketing.

The Board used this event as the basis for a discussion on the level of engagement from ABID properties.

NBS reiterated KM's previous suggestion that ABID Board Leads should lead communication with properties within their categories.

RK highlighted that she organises 1to1 meetings with GMs on an ongoing basis and that planning for the 2026 All Partner Event had begun. It was noted that the Leader of the Council had been asked to attend and speak. This will be a vital meeting on multiple fronts, with business planning for the second ABID term looming and the rebalot process due to begin.

KM and NBS suggested that a crib sheet of all ABID activity would be useful, especially when it comes to outreach meetings prior to the rebalot.

Action 138: Crib sheet of ABID activity to be produced.

It was suggested that any presentation at the 2026 All Partner Event should include sector specific pieces, as well as the standard workstream split.

Action 139: Include sector specific activity in All Partner Event deck.

The next Board meeting will be held on 28th January 2026.

The 2026 All Partner Event will be held in March (date and venue tbc).



4. Workstream Updates

Marketing & Communications

MABID094/25

It was noted that there was a slight delay with the Summer Campaign reporting, but it should be available before Christmas.

To date, 27 partners had offered discounts for the Winter Campaign.

It was reported that the team were actively working with booking.com on destination marketing campaigns, with regular meetings taking place.

NBS noted that booking.com, Sojern and Expedia were all due to be involved with a data insight session he was organising due to take place in November at Kimpton Clocktower.

NBS also explained that he is in conversations with STR regarding a Manchester-based white paper which would result in third party endorsement of what the ABID is doing.

Business Visits & Events

MABID095/25

RK reported on the successes of ABID attendance at trade shows, with 4 enquiries resulting from the team's attendance at CHS, with 44 unique connections and 1 lead specifically from the sponsored train journey.

There had been great feedback from the BVE Association FAM trip which had taken place in October – a number of attendees had arrived with leads ready.

Information on the 'Selling Savvy' training session being offered was due to be set out to Directors of Sales soon.

KM noted that the ABID logo was not included on the list of sponsors for the ABPCO dinner.

Action 140: RK to ask Laura, Head of BVE, to check this.

Consumer Events

MABID096/25

It was reported that The Scene Film and TV Festival would continue regardless of the situation surrounding Manchester Pride but that the event would potentially be smaller and would possibly move to the former Pride dates.

BH explained that a version of Manchester Pride will continue separately to the company – the Council Events Team were investigating the best response.

RK reported that another ATG UK premier show has now been offered funding since the writing of the Board paper. MT suggested that the relationship with ATG should be developed further.

Action 141: Stats on the impact of Come Fall in Love to be shared.

NBS asked who was managing the relationship in terms of what information is included on tickets regarding overnight stays. RK confirmed that VA would be meeting with ATG.

Action 142: ABID Accommodation Board representative to be included in ATG meeting.



City Welcome

MABID097/25

Activity in this workstream was reported to be ongoing in a positive manner, with the team maintaining routes, hosts learning useful skills such as BSL and neurodiversity training, and the continuation of the Salford pilot.

There was reported to be 92% DISC system sign up within the BCRP.

It was explained that cleaning is seen as an important benefit for properties that maybe don't benefit as much from other Accommodation BID activity.

MT asked if the budget forecast is expecting this workstream to spend to budget. This was confirmed. MT questioned whether a delegate welcome budget should be taken into consideration for this workstream. NBS and RK explained that this would be more appropriate for the BVE budget.

Action 142: Note allowance for delegate welcome when setting BVE budget in next business plan.

5. ABID Finance Update

MABID098/25

ISJ took the Board through the finance paper.

CityCo had now taken over chasing old outstanding payments from when MCC had control of invoicing and so far had been successful.

SJ reported that Q1 had a 95% payment rate, and Q2 currently stood at 67%. It was noted that a recovery process was in place for payments that had incorrectly been sent to MCC.

It was explained that SJ had updated the forecast tracker with confirmed hotel openings and additional income due to Forty-Seven now being correctly listed on the VOA's ratings list.

The Board unanimously agreed to continue the funding for the Salford cleaning scheme.

6. AOB

MABID0100/25

BH provided the Board with an update on the plans for Piccadilly Gardens. It is expected to take 18 months to take up the fountains and will include a permanent event space and lots of planting.

The next meeting will be on Wednesday 28th January 15:30 – 17:00. Venue tbc.