



MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 17th MARCH 2026, 15:00 – 16:30

LEMN SISSAY MEETING ROOM, LEE HOUSE, 90 GREAT BRIDGEWATER STREET, M1 5JW

Present:

Kumar Mishra (Chair) – The Edwardian Manchester
Victoria Curley – Roomzzz
Nick Brooks-Sykes – Marketing Manchester
Vaughan Allen – CityCo Manchester
Leigh Richardson – Growth Company
Amanda Maxwell (observer) – Salford City Council

In Attendance

Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID

Apologies

Jodi Hinks – Hyatt Regency & Hyatt House
Rebecca Heron – Manchester City Council
Tracey Bishop – Premier Inn
Matt Townley – Dakota

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies from Jodi Hinks, Rebecca Heron, Tracey Bishop and Matt Townley were noted.

Conflicts of Interest

No conflicts of interest were raised.

2. Minutes of the last meeting (28th January 2026) and actions

MABID110/26

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

Action 144 (BVE Evaluation Reports) –

Action 153: Feedback regarding the venue and host hotel to be passed on to the venues so that they can address any concerns raised.

Action 146 (ATG) –

Action 154: Get programme of future shows from ATG and invite Robin to a future meeting (or separate meeting) to discuss venues' programming pipelines.

Action 155: Internal events calendar to be shared with Board.



Action 147 (Delegate Welcome) –

Action 156: Nick to pick up discussion around Delegate Welcome with Clodagh at TfGM and Lori at Manchester Central.

Action 148 (Newly Eligible Properties) – It was reported that the two newly eligible properties had been informed of their eligibility via post and further communications from both CityCo and RK. While one property had engaged, the other had not been in contact.

Action 157: RK to go and see property in person RE. them becoming eligible for the city visitor charge.

Action 150 (Voluntary Contribution) –

Action 158: RK to follow up the property invoices with their GM.

Action 151 (Expedia)

Action 159: RK to check on status of this meeting.

3. ABID Manager Activity Update

MABID111/26

Partner Event

RK reported that the formal invitations for the rearranged Partner Event – now taking place on 30th April at The National Football Museum – would be going out imminently.

Reballot

The Board were informed of the draft reballot timings.

Action 160: KM to explore possibility of combining MHA meeting with ABID Partner Event.

Website Rebrand

RK shared some early images from the new website with the Board. The new site will be more interactive and will include a timeline of the term so far and cases studies highlighting successes. The site will be ready for the Partner Event.

The next Board meeting will be held on 30th June 2026.

The 2026 All Partner Event will be held on Thursday 30th April at The National Football Museum.

4. Workstream Updates

Marketing & Communications

MABID112/26

RK noted that plans for this workstream have been shared with the working group. Initial results from the Winter Campaign were reported to be promising. There had been two hotel offers running simultaneously. Final reports will be shared when ready.

A GCC influencer campaign had been cancelled due to the ongoing conflicts in the Middle East.

Two local agencies had been commissioned to deliver new content which had been tested with Spanish and German focus groups. The groups shared a preference for the “Real Manchester”, encouraging extended visits



to visitors coming for one specific occasion or event by helping them imagine themselves truly experiencing the destination. The campaign was being shot at the time of the meeting.

VC shared there had been ongoing discussions around balancing spend between OTA activity and annual work/campaign delivery – awareness v. tactical.

Action 161: Discussions to continue with venues/hotels with current difficulties in mind.

Business Visits & Events

MABID113/26

The working group was reported to have been taken through the plans.

It was reported that activity had been going well. The CHS FAM trip has received excellent coverage on social media. A report from CONFEX was in the process of being drafted.

KM shared that he had joined the delivery team at SMU International in New York. Overall, it was a positive trip.

Confirmation was pending on attendance at future trade exhibitions.

Consumer Events

MABID114/26

Early reports indicated that Super Duper had succeeded in its target to be bigger and better, with positive feedback from both visitors and participating venues.

It was reported that meetings were taking place around Pride in its new form, with SCENE continuing to complement the event.

The BRITs had been a brilliant showcase for the city, smashing most targets. VA shared that conversations were being had with Co-op Live about more advertisement of ABID support.

VA noted excitement around the recently announced Country 2 Country in 2027.

City Welcome

MABID115/26

There were no significant updates from this workstream; activity is ongoing and remains on track.

Work was reported to be ongoing to improve BCRP case studies.

5. ABID Finance Update

MABID116/26

No major changes were reported.

LR noted that both the spend tracker and the forecast were as expected.

The billing status was shared.



There was an explanation of outstanding payments. The Board agreed that final chases needed to be sent.

Action 162: MCC to be chased up for information on non-payers so that CityCo can chase them for payment.

Action 163: Board to decide on writing outstanding payments off at June meeting.

Action 164: Add discussion around underspend allocation to June Board agenda.

6. AOB

MABID117/26

Action 165: Discussion to be had with new MHA executive once in place to gauge appetite for anyone to join the ABID Board as an observer.

The next meeting will be on Tuesday 30th June 15:00 – 16:30 in the CityCo Office at St George's House.