MANCHESTER ACCOMMODATION BUSINESS IMPROVEMENT DISTRICT LIMITED

BOARD MEETING HELD ON 28TH JANUARY 2026, 15:30 – 17:00

CITYCO OFFICES, ST GEORGE'S HOUSE, 5TH FLOOR, PETER ST, MANCHESTER, M2 3NQ

Present:
Kumar Mishra (Chair) – The Edwardian Manchester
Victoria Curley – Roomzzz
Nick Brooks-Sykes – Marketing Manchester
Jodi Hinks – Hyatt Regency & Hyatt House
Rebecca Heron – Manchester City Council
Leigh Richardson – Growth Company
Tracey Bishop – Premier Inn
Matt Townley – Dakota
Amanda Maxwell (observer) – Salford City Council

In Attendance
Rachel Kettle – Manchester ABID
Lara Cannon Melchor – Manchester ABID

Apologies
Vaughan Allen – CityCo Manchester

1. Welcome, introductions and apologies

The Chair welcomed the Board and apologies from Vaughan Allen were noted. The Board welcomed Leigh Richardson to his first meeting.

Conflicts of Interest

No conflicts of interest were raised.

2. Minutes of the last meeting (30th October 2025) and actions MABID101/26

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

Action 131 (BVE Evaluation Reports) – Board to be sent back copies of post-event evaluation reports to date.
Action 144: LCM to collate all previous reports and send to Board.

Action 138 (ABID Activity Crib Sheets) – KM asked for clarification on crib sheets.
Action 145: BH to circulate link to scrutiny report.

Action 146: ATG to be reminded to share appropriate statistics following any ABID funded show.
Action 147: Add discussion around Delegate Welcome to next BVE Working Group meeting agenda.

3. ABID Manager Activity Update **MABID102/26**

Partner Event

RK shared details of the 2026 All Partner Event with the Board. *(Please note, the date and venue are now changing, more details to be shared in due course).*

Business Rates Rise Impact

Action 148: ABID to inform newly eligible properties and offer to meet with them to explain the practicalities.
Action 149: CityCo to be instructed to begin billing the two new properties which have come into scope
Action 150: ABID Finance Team to calculate billing figures for the property which doesn't have sufficient ratable value to be eligible for the ABID but would like to pay.

NBS informed the Board that he had been meeting with a property which has expressed their desire to be part of the ABID despite being outside of the zone.

Reballot

The Board were informed of the draft reballot timings. The website was also noted to be under redevelopment to align with the commencement of the consultation period.

The next Board meeting will be held on 17th March 2026.

4. Workstream Updates

Marketing & Communications **MABID103/26**

It was noted that activity in this workstream was on target and going well, with priority markets continuing to be targeted. There had been great results from the Summer Campaign, and the report was in draft stage.

Plans were ongoing for a new creative focus which will be tested at focus groups with ongoing audience testing. This was reported to be ready for the Spring/Summer Campaign.

Action 151: Marketing Delivery Lead and VC to arrange meeting with new team at Expedia.

The next working group meeting had been scheduled for Tuesday 3rd March.

Business Visits & Events **MABID104/26**

RK explained that Year 4 plans for this workstream needed further development after the next working group meeting in February.

MT noted concern that subvention requests seemed to have gone quiet. RK and NBS explained that this could be due to the time of year but also that most events were now further into the future.
NBS explained that there was an exercise to be done at a separate time to decide on how to spend any underspend specifically from the subvention budget.

<u>Consumer Events</u> **MABID105/26**

The second year of the Super Duper Family Festival was reported to be even larger this year. Hotels had been encouraged to promote the event with the provided toolkit. It was reported that this event had activated lots of great partnerships with ABID properties.

RK explained that work on SCENE was ongoing alongside Pride discussions.

City activation for the BRITs was reported to have started, with a BRITs wrapped tram.

<u>City Welcome</u> **MABID106/26**

It was reported that the hosts team were well prepared for work during the BRITs, Super Duper and the Piccadilly Station closure.

The Delivery Lead had emphasised the increase in rough sleeper detritus, and it was noted that this had been raised with MCC. RK shared that there had been an issue with AC by Marriott around a tent encampment which had now been resolved following intervention by RK and a member of the CityCo Operations Team.

5. ABID Finance Update **MABID107/26**

LR reviewed the P9 accounts for the Board and took the Board through the spend tracker.

It was explained that there would potentially be an extra £30k if Q4 was paid in full. At the time of the meeting, Q1 had 98% payment, Q2 92% and Q3 67%. Q4 bills were due out shortly after.

The Board was asked to agree the budget, noting that 0.5% had been moved to City Welcome for the Salford scheme.

NBS explained that work was being done as part of the Year 3 report to show cumulative results over the three years so far.

6. Discussion around Tourist Taxes **MABID0108/26**

NBS raised the announcement of mayoral authority to bring in tourist taxes known as Overnight Visitor Levies with the Board. The consultation period was noted as open until 18th February. MT confirmed that there was an official MHA response letter in draft.

NBS reassured the Board that any new charge would take time to come into effect, following formal government consultation and legislation. NBS would keep the Board updated.
Action 152: MT to send MHA response letter to Board.

7. AOB **MABID109/26**

The next Board meeting will be on Tuesday 17th March 14:30 – 16:30 in Lemn Sissay at Lee House.