

Manchester AI Guild newsletter · Issue 2 28 October 2026

Introducing the Guild leadership team

The Manchester AI Guild began in June 2026, when Adrian Quayle brought together experts who wanted to connect Manchester's AI community and help local businesses use AI effectively and responsibly. Since then a senior leadership team has formed to run the Guild, each bringing decades of experience from global technology leadership in manufacturing, healthcare, financial services and education.

Here's who they are:

- Adrian Quayle, President
- Mihran' Hovnanian, Chairman & Secretary
- Edwin Luther, Risk and Governance Director
- Simon Ellis, Engagement and Projects Lead
- Fernando Torres, Events and Marketing Director
- Rufus Curnow, Communications Director
- Marek Kurczynski, Website and Platform
- Trevor Roberts, Data Protection Lead
- Donald McIntosh, Treasurer and CFO
- Phil Davies, Operations Director
- Tom Parson, Events and Community Partnerships

You can read more about the team at manchesteraiguild.com/team. Our practitioners are Guild members who run The Manchester Way workshops, which help business owners find where AI fits in their business, using Manchester's music heritage as a guide. The first of them are getting ready for our community workshops at Ada, the National College for Digital Skills. In future issues you'll hear from our members and practitioners, in their own words. If you'd like to be part of the Guild, you can register your interest through the "Get Involved" form at manchesteraiguild.com.

Ada College workshops

Not every problem needs AI: our first community workshops

On Wednesday 18th November and Thursday 10th December, from 1pm to 5pm, we're running our first community workshops, in collaboration with Ada, the National College for Digital Skills, at the college at 16 Blossom Street in Ancoats.

They are practical afternoons for owners and leaders of small and medium-sized businesses, run by a team of Guild practitioners, and start with what your business already does well, because that's what AI should amplify. Working in small groups, you'll use The Manchester Way, our approach built on how a band works together, to trace a recurring problem back to where it starts and look at where AI could help, and you'll leave with an honest assessment and a safe next step you can take.

The workshops are free, there are only 80 places at each, and you don't need any technical knowledge to take part. You can register on the event pages at https://luma.com/c474q8jy (18th November) and https://luma.com/g9fxrx9k (10th December).

What we choose to keep human

AI can take over a task completely, it can automate the repetitive steps inside a process, or it can augment the people doing the work, helping someone who knows their job well to do more of it and do it better. We believe AI should augment people rather than replace them, and in our first issue our Chairman, Mihran' Hovnanian, put it this way: "a machine may multiply our abilities, but it must never diminish our humanity."

That means some things are worth keeping human on purpose, even when AI could do them. Deciding what those are is part of using AI well, and the answer is different for every business and every person, so we asked some of our leadership team what they have chosen to keep human, and why.

Adrian Quayle, President

> While I use AI to help prepare slide content, it's usually only for specific pictures, diagrams or schematics, and I ask the models to produce these as PowerPoint artefacts. Usually they do, but I feel they're doing it reluctantly (somehow they give me that impression; anthropomorphic, hmm?). Either way, the overall deck is human-produced.

Mihran' Hovnanian, Chairman & Secretary

> I never publish meeting minutes written by AI. Minutes are a precious record of the atmosphere within each meeting, and while I leverage the transcription and AI summary, these are just one stream into the official meeting minutes.

Rufus Curnow, Communications Director

> Although I use AI throughout my article writing, and I've taught it to write in my voice, there are some parts of my writing process I deliberately keep for myself. I always decide on the overall theme for an article, the argument I'm making and why I believe it, and I start with a series of sources I've found myself. AI will review and test my thinking, and it may suggest additional sources, but choosing which ones to use is my decision. AI will then draft the article in my writing style after I've provided a detailed structure, but I will always give it a thorough review and usually rewrite many of the sentences so that I am always fully responsible for the final article.

Trevor Roberts, Data Protection Lead

> I don't publish articles written by AI. I am more than happy to use AI to research topics (with verification!) and to critique what I have written. When it comes to the actual writing, I find I enjoy the word crafting too much to let an AI do it. (That doesn't mean I write as well as AI, but I do enjoy it!)

What do you choose to keep human? Please let us know and we'll publish your responses in a future Newsletter.

Get involved

Whether you run a business and want help with AI, you're a practitioner who'd like to join the Guild, or you'd like to support our workshops, the Get Involved form at manchesteraiguild.com is the place to start. You can meet the team there and sign up to receive this newsletter too.

This newsletter comes out every fortnight on LinkedIn and our website, and you can follow the Guild on LinkedIn.

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