

City Matters Full-group Meeting (5 of 5)

Monday 15th June 2026

2025/26 Season

City Matters Representatives present

Name	Role
Michael Ash	Over 65s Representative
Rachel Bancroft	Women's Representative
Howard Cohen	Disabled Fans Representative
Brian Worrall	Cityzen Matchday Member Representative
Angela Worrall	Season Ticket Members Representative
Kevin Parker	Official Supporters Club Representative (Vice Chair)
Samantha Gill	Seasonal Hospitality Representative
Lee Broadstock	LGBTQ+ Representative (Chair)
Asim Rahman	Asian & Mixed Heritage

Apologies

Name	Role
Jahmal Williams-Thomas	Black & Mixed Heritage Representative
Sam Roberts-Newton	Under 25s Representative
Lee Barber	Families

City Matters Guest Attendees

Name	Role
Liam Chant	Incoming Fan Activations Representative
David Djordjevic	Incoming Season Ticket Members Representative
Michael Woolley	Incoming Over 65s Representative

Manchester City Representatives present

Name	Role
Danny Wilson	Managing Director – Manchester City Operations
Heather Leigh	Director of Product
Scott Williams	Head of Product – Ticketing
Francine Warburton	Director of Service Support
Jo Becker	Accessibility Lead
Carly Briggs	Fan Engagement Graduate
Dom Macklin	Head of Fan Journey
Kate Dempster	Director – EDI

Andrew Gilligan	Director of Fan Intelligence and Lifecycle Marketing
Tom Wilkins	Head of Fan Research
Ryan Hawkins	Head of PMO – Entertainment District
Paul Mulholland	Head of Medlock Square Marketing & Activations
Laura Montana	Director of Restaurants
Richard Pearson	Medlock Hotel General Manager

Agenda

- Welcoming new & thanking outgoing representatives
- Research & Insights - 2025/26 season overview
- Medlock Square - Entertainment Destination
- City Matters Items
- Season Tickets 26/27 update
- AOB

Welcoming new & thanking outgoing representatives

The meeting opened with the Club thanking outgoing representatives, Sam, Angela and Mike, for their contributions to City Matters. The Club recognised the commitment, challenge and insight they had provided throughout their time on the panel and acknowledged the positive impact they have had on fan engagement and decision-making.

New representatives, Liam, David and Michael, were welcomed to the group following their induction sessions. The Club encouraged them to challenge constructively, represent supporter views and continue helping to raise awareness of City Matters across the fan base.

Research & Insights - 2025/26 season overview

The Club’s Fan Intelligence and Lifecycle Marketing team provided an overview of fan sentiment and matchday experience data collected throughout the season. Feedback from almost 11,000 members was gathered through weekly surveys covering Season Ticket Members, Matchday Members & Cityzens Members from across the globe.

Overall fan sentiment remained positive throughout the season, with general mood scoring strongly across all membership categories. Season Ticket Members continued to be the most critical audience, although overall satisfaction levels remained high. Value for money, trust in the

Club and supporter voice were all measured throughout the season and continue to be tracked and reviewed regularly by departments across the business.

Ticket pricing was identified as the most positively mentioned topic during the season, while ticket access, attendance requirements, ticket transfer processes and North Stand relocations were among the most frequently raised challenges.

The Club also shared wider attendance and matchday experience data. The majority of fans attending matches continue to come from within 25 miles of the Etihad Stadium, with fans aged 55–64 representing the largest age group. Seven percent of fans attending matches during the season were visiting the Etihad Stadium for the first time.

Matchday experience scores improved compared with the previous season, with particular improvements seen in food and beverage satisfaction, pricing perceptions and overall enjoyment. The Club noted reductions in complaints relating to away supporters in home areas and smoking within the stadium, although both remain areas of continued focus.

Representatives welcomed the insight and discussed opportunities to further measure awareness and perception of City Matters within future supporter research.

Medlock Square - Entertainment Destination

The Club provided a comprehensive update on the Entertainment Destination development, Medlock Square, and the role it will play in transforming the supporter experience on both matchdays and non-matchdays and throughout the year.

Representatives were shown plans for the new hotel, museum, roof walk attraction, food and beverage outlets, fan zone / activation space, and the new Mamma Mia! The Party venue. The Club explained that the development has been designed to create a destination which both improves fans' matchdays and increases options for year-round experiences.

On matchdays, Medlock Square will become the new home of Matchday Live, featuring enhanced entertainment, larger productions, guest appearances, fan competitions and additional food and beverage options. The Club also outlined ambitions to host non-matchday events, including screenings, community activities, seasonal events and cultural programming.

Representatives discussed opportunities to show women's matches, international sporting events and other football fixtures within the space. Consideration was also given to crowd flow, restricting away supporter access and the operational requirements of managing a large public area adjacent to the stadium. Representatives welcomed the ambition of the project and discussed accessibility and opportunities for fans to utilise the facilities both on matchdays and throughout the year.

City Matters Items

A discussion took place around the ticket points system and the challenges associated with away ticket access. Representatives reflected on concerns that the current system continues to favour fans who accumulated large numbers of points historically, limiting movement within the system and making it difficult for many fans to access away fixtures.

Discussion focused on whether additional opportunities to earn points could be introduced through positive behaviours, including attendance at specific fixtures. Representatives suggested that rewarding attendance and engagement may help create greater flexibility within the system over time.

The Club acknowledged the complexity of the issue and noted that any significant changes would require careful consideration. It was agreed that further analysis and discussion will continue in future meetings.

Representatives also raised concerns around transport capacity as the North Stand expansion becomes fully operational. Discussion covered matchday buses, coach parking, Metrolink services and accessibility transport provision. Representatives requested that travel and transport become a recurring agenda item going forward to ensure ongoing monitoring as attendance increases.

The Club confirmed that crowd flow studies and transport reviews are continuing and that discussions with Transport for Greater Manchester remain ongoing.

Season Tickets 2026/27 Update

The Club provided an update on the 2026/27 Season Ticket renewal process, confirming strong demand across relocation and renewal windows despite a short delay in processing some automatic renewals.

An update was also provided on Junior Pull Through activity, with approximately 500 juniors having already purchased a Season Ticket through the process.

The Club outlined the forthcoming Season Ticket Eligibility Pathway (STEP) sales process and confirmed that thresholds may be adjusted if required to ensure available inventory is utilised effectively.

AOB

Representatives requested an update following the Club's meeting with the Citizens Trust. The Club stated it welcomes fans coming together to discuss the Club they support, but as explained to the new fan group, City Matters remains the primary engagement network, and issues affecting fans should continue to be discussed through the established fan engagement framework.

Representatives also raised feedback regarding hospitality pricing perceptions and communication around ticket price freezes. The Club acknowledged the comments and agreed that clear communication remains essential when discussing pricing with fans.

The meeting concluded with representatives thanking outgoing members for their contribution and wishing them well for the future.