

CITY MATTERS – MINUTES
THURSDAY 20TH JANUARY 2022

Attendees

City Matters Representatives Present

Simon Walker – **Seasonal Hospitality Representative**

Kevin Parker – **Official Fans Club Representative**

Colin Savage – **Seasoncard Holder Representative**

Mark Todd – **Disabled Fans Representative**

Alex Howell – **Under 25's Fans Representative**

Mohammed Ullah – **BAME Fans Representative**

Jayne Comer – **Women's Representative**

Patricia Robinson – **Over 65's Fans Representative**

Francesca Lever – **LGBTQ+ Fans Representative**

Daniel Bowdler – **Families Representative**

Club Representatives Present

Danny Wilson – **Managing Director, Manchester City Operations**

Elliot Ward – **Head of Corporate Communications**

Heather Leigh – **Director of Marketing, Manchester City**

Justin Brett – **Equality & Inclusion Lead**

Pete Bradshaw – **Director of Sustainability**

Andrew Taylor – **Head of Catering**

Chris May – **Service Co-ordinator (minute taker)**

Agenda

1. Operational Updates:
 - Plan B
 - Stadium Lighting
 - IFX (Integrated Fan Experience)
 - Manchester Remembers – Charity Match
2. Main Topic – Sub Group Updates:
 - Sustainability Update
 - Catering Update
 - EDI Update
3. AOB

ITEM 1

OPERATIONAL UPDATES

TOPIC	SUMMARY
Plan B Update	<p>The Club provided an overview of Plan B and its implementation on matchday at the Etihad Stadium.</p> <p>Following discussion with the local authority, it was concluded that checking 100% of fans' vaccination status was not feasible and as such, an agreement was reached that the Club could reduce its percentage of checks.</p> <p>The completion rate for general admission was over 80%, with close to 100% of hospitality checked on matchday. Following Government announcements, the Club will work to confirm Plan B protocol going forward after changes have been made to this.</p>
Stadium Lighting	<p>The Club outlined plans for upcoming night matches which will use LED lighting for a pre-match show. The Club explained previous activations at PSG and Leeds matches and added that it hoped fans would arrive earlier to their seats as a result.</p> <p>The Club plans to use lighting shows at the Lisbon match as well as the Brentford match.</p> <p>City Matters advised they believe that the activations are good but would want the Club to maximise the number of times this is referenced in pre-match social media plans. The Club explained that it intends to work with focus groups to review LED lighting shows and will take on board their comments relating to the number of times this is referenced.</p>
IFX	<p>The Club explained what the purpose of IFX is (integrated fan experience). The IFX process is in its infancy/discovery phase, meaning it is early days for this process.</p> <p>The first focus of this is improving the experience of season ticket holders improving the process for: management of</p>

	<p>accounts, using the ticket exchange, making payments, managing cup schemes and other functions which are available online.</p> <p>The Club identified points to focus on and will be working with City Matters and sub groups on this. Further focus will be dedicated to mobile ticketing with views from the CM group to assist with this.</p> <p>City Matters pointed out that emphasis needs to be on making it easy for fans to manage accounts. For example, fans buying for Fulham may be new to the process and would need a simple way of navigating the site.</p> <p>City Matters asked how feedback is gathered, the Club confirmed this came from the Research and Insights team, other fans and will included City Matters themselves.</p> <p>The Club also outlined the process of staff members experiencing the matchday through mystery shopping to provide them with a better understanding of areas that can be improved.</p> <p>To conclude this section, the Club outlined plans for the Manchester Remembers charity match which is due to take place on Sunday 3rd April at the Academy Stadium and will raise funds for charities established following the Manchester Attack.</p>
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ITEM 2

SUB GROUP UPDATES

TOPIC	SUMMARY
Sustainability Updates	<p>The Club outlined the updates from the Sustainability sub group, starting with confirmation of the future vision for travel. This was then followed by a comparison between the Club's sustainability figures from 2021 to 2022.</p> <p>The Club described the details of events that had taken place, starting with the job marketplace event which was organised with the council and other partners. The outcome was that around 320 jobs were filled and follow up appointments or further training was also delivered to participants who attended.</p> <p>The Club are also working with Xylem and Nissan on sustainability initiatives with more information to be shared this season. The Club commented that reducing waste remains a priority. Examples include, edible coffee cups, recyclable products on site and continuing to work for energy reduction on Campus.</p>

Catering Update	<p>The Club talked the group through the results of the insights survey, which was completed by fans attending the matches this season.</p> <p>The Club outlined that satisfaction scores at the start of the season were lower than the average pre-pandemic. This was consistent across most football clubs returning from the pandemic and connected to workforce availability as well as stock issues.</p> <p>Staff helpfulness and time taken to get served are improving game by game.</p> <p>The Club undertook a recruitment drive locally in line with the sustainability scheme around the jobs workshop.</p> <p>The Club also explained an analysis of spend per head per fan and explained the trends and findings of this, and how the club can work on improving the experience of fans across different areas.</p> <p>City Matters group asked why food can be purchased outside the ground but not brought in, as these are on the footprint of the stadium. This is something the Club will be looking into.</p>
EDI Update	<p>The Club explained the highlights and ambitions of the previous year and for the upcoming year, from an EDI perspective as to where the Club aims to be.</p> <p>The Club has installed new signage for Halal products across the Campus</p> <p>The Club celebrated Rainbow Laces this December and featured City Matters representative Fran Lever in the matchday programme.</p> <p>The Club's EDI workstream continues with representatives from across the Club involved.</p> <p>The City Matters group asked what the Club are doing regarding the use of Islamophobic terms and discrimination. The Club will continue to make it clear that behaviour of this nature is unacceptable and bans will be issued to those fans found to have used such language.</p>

ITEM 3

AOB

TOPIC	SUMMARY
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AOB

The Club and the Ticketing sub group will be completing the first half season review in the coming weeks.

The group and the Club clarified plans for next meetings.