

City Matters Full-group Meeting (4 of 5)

Thursday 1st May 2025

2024/25 Season

City Matters Representatives present

Name	Role
Michael Ash	Over 65s Representative
Samantha Gill	Seasonal Hospitality Representative
Lee Broadstock	LGBTQ+ Representative
Daniel Bowdler	Families Representative
Alex Howell	Under 25s Representative (Chair)
Jayne Comer	Women's Representative
Mohammed Ullah	Black, Asian or of Mixed Heritage Representative
Howard Cohen	Disabled Fans Representative
Brian Worrall	Cityzen Matchday Member Representative
Kevin Parker	Official Supporters Club Representative (Vice Chair)
Angela Worrall	Season Ticket Members Representative

Manchester City Representatives present

Name	Role
Danny Wilson	Managing Director – Manchester City Operations & Nominated Board Level Official for Fan Engagement
Roel de Vries	Group Chief Operating Officer
Jonathan Lingham	Director of Commercial & Fan Support
Heather Leigh	Director of Product
Scott Williams	Head of Product - Ticketing
Matthew Williams	Senior Communications Manager
Francine Warburton	Head of Fan Support
Jo Becker	Accessibility Lead
Chris Coram	System Product Manger
Amelia Carter	Fan Engagement Executive

Apologies – Manchester City

Name	Title
Elliot Ward	Head of Corporate Communications

Guest Speakers

Name	Role
Dylan Barry	Head of Product – Hospitality
Andy Grimes	Project and Commercial Planning Manager

Agenda

1. City Matters Agenda Item – Flexi-Gold Season Tickets and Season Ticket Policies
 2. Looking ahead to the expanded stadium
 3. AOB
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City Matters Agenda Item – Flexi-Gold Season Tickets and Season Ticket Policies

City Matters and the Club started with a discussion about the Flexi-Gold Season Ticket £150 subscription fee, and how more pathways can be created for fans to transition between the types of Season Tickets.

The Club gave City Matters a recap of the background to the Flexi-Gold Season Ticket, which was introduced in 2024/25 season as a pay-as-you-go Season Ticket for fans who want to attend most matches in the same seat with added flexibility. Flexi-Gold Season Tickets had a £150 subscription fee for adults (£75 for juniors), and the fan buys their ticket for a Premier League match three weeks before the match at the respective Gold Season Ticket price. If the fan can not attend the match, they simply do nothing.

The Club then informed City Matters that they regularly review fan feedback on Flexi-Gold Season Tickets and over 80% of the Flexi-Gold Season Ticket Members reported that they liked the mechanism of this type of Season Ticket. The Club recognised this is a new Season Ticket and are keen to improve it based on fan feedback and attendance behaviour.

Therefore, following extensive feedback from City Matters, the Club outlined the following Flexi-Gold Season Ticket updates ahead of next season:

- 500+ Flexi-Gold Season Ticket Members who attend 16 or more home Premier League matches this season will now be given the opportunity to move to a Gold or Platinum Season Ticket. This applies regardless of whether the tickets were purchased within the three-week Flexi-Gold Season Ticket window. Any tickets purchased in advance of the match count towards the 16 match total.
- New Flexi-Gold Season Tickets will be made available for existing Cityzens Junior Members who are connected to existing 93:20, Gold or Platinum Season Ticket members.
- Eligible Cityzens Matchday and Junior Members will also be offered the opportunity to purchase a Flexi-Gold Season Ticket. More information will be shared by the Club in the next six weeks but a minimum of 500 new Flexi-Gold Season Tickets will be made available for the 2025/26 season.

The Club shared a new proposal of Flexi-Gold for the 2025/26 season:

- Flexi-Gold Season Ticket Members will be refunded the relevant portion of their subscription fee when they purchase their seat for each home Premier League match.
- Those who purchase their seat for 16 home Premier League matches over the course of the season will earn back the full amount of their subscription fee.

Taking into account feedback from City Matters and the wider fan base, the Club has introduced a three-match transfer for the Flexi-Gold Season Ticket in the upcoming season.

City Matters shared feedback on the proposals and expressed that it was an improvement on the existing model. City Matters expressed that they would still like to see the removal of the subscription fee, but the Club outlined that the Flexi-Gold Season Ticket Members now have the opportunity to pay

the exact same as a Gold, Platinum or 93:20 Season Ticket Members, or less depending on how many matches they attend.

City Matters also acknowledged that the pathway to a Gold/Platinum/93:20 Season Ticket was a positive introduction, but they would like to see greater flexibility for fans to be able to move between types of Season Ticket.

Currently, there is a three-day window for Flexi-Gold Season Ticket Members to purchase tickets. City Matters noted that many fans miss this window, and the Club agreed to review fan feedback and data to consider extending the ticket purchase window.

City Matters also raised concerns that while the Flexi-Gold Season Ticket may suit some fans, others may not transition to it due to the 16 match policy to move back to a Gold Season Ticket. City Matters suggested removing this requirement to reduce rigidity between the two types of Season Ticket and help eliminate the perception of one being of higher status. The Club explained that the 16 game policy is there to ensure that only Flexi-Gold Members who demonstrate high attendance to games, qualify for a Gold or Platinum Season Ticket. However, the Club noted the exemption policy and that the Access Team handles such cases on an individual basis. For example, if a fan is recovering from surgery and unable to attend for a few months, the Flexi-Gold Season Ticket would suit them for that season, and they could return to a Gold Season Ticket the following season. Similarly, someone attending University could move onto Flexi-Gold for the duration of their studies, before returning to their previous Season Ticket product unconditionally.

With the recent introduction of a 10-match personal attendance policy for Gold, Platinum and 93:20 Season Ticket Members for the 2025/26 season, the Club has been made aware by City Matters and fans directly over concerns about meeting this requirement. The Club therefore highlighted the current exemption policy used and mentioned that this is the process that will continue. Exemptions to policies are made on a case-by-case basis, in discussion with individuals. This may be due to; but not limited to:

- Disability and health conditions
- Serious illness and injury
- Age
- Pregnancy and early infancy
- Religion
- Carer responsibilities

The Club also supports fans in managing their Season Tickets when they are unable to do it themselves. The Club will respond to the fans who have contacted them directly and City Matters regarding the concerns around meeting the 10-match policy and have advised fans to see how they go through the season with their match attendance. The Club asked City Matters to signpost concerned fans to the Access Team (access@mancity.com).

City Matters believe that this information needs to be communicated to fans and the Access Team should be better highlighted in fan communications. City Matters also raised that many people may reach the 10-match policy but still worry and have concerns, so suggested that fans who are disabled or elderly might appreciate the added reassurance of an automatic exemption.

Additionally, City Matters raised concerns about fans who share their Season Ticket. The Club has already contacted some fans who raised this issue and has allowed them to transfer the Season Ticket to the person who attends most often. However, City Matters pointed out that some fans are hesitant to do this due to the ticket points system. They suggested the possibility of creating a multiple-occupancy Season Ticket for situations where two fans share a Season Ticket and attend an equal number of matches but may not meet the 10-match requirement.

City Matters believes it would benefit fans if an app feature were introduced to help track attendance and notify fans if they are nearing a breach of the 10-match policy.

Looking ahead to the expanded stadium

The Club confirmed that the majority of the additional General Admission seating capacity resulting from the North Stand expansion for the 2026/27 season will be allocated to Season Ticket Members.

The new Season Tickets to be made available for the 2026/27 season will be offered as Flexi-Gold Season Tickets, but should these Season Ticket Members attend 16 or more home Premier League matches in a season, they will have the opportunity to transition their Flexi-Gold Season Ticket to a Gold, Platinum or 93:20 Season Ticket.

While the final seating configuration is still being determined, the majority of the new General Admission seating will be dedicated to Season Ticket Members through the release of new Season Tickets stadium wide. The Club will provide further details on the seating configuration at the next City Matters meeting.

To ensure the next generation of fans can regularly attend matches at the Etihad Stadium, of the new Season Tickets to be released for the 2026/27 season, a minimum of 50% will be allocated to Junior Cityzens. In the meantime, the Club will offer an exclusive window to existing Season Ticket Members for a 'Junior Pull Through'.

Due to time constraints on the meeting, a planned discussion on the new Manchester City Museum has been postponed. The Club aims for the museum to showcase the rich history of the Club while providing an up-to-date, immersive experience that appeals to a broad audience, from young to old, and from local to international City fans. The Club emphasised their desire for City Matters to have input into the development of the new museum

AOB

City Matters also expressed interest in discussing the 2025/26 match ticket process, particularly how to make the ticket purchasing experience as smooth as possible for Matchday Members when all games go on sale. The Club agreed to review the process and will consult with City Matters closer to the time.

City Matters raised concerns regarding matchday pricing and the process for Members to purchase tickets. The Club confirmed that match-by-match prices are frozen, but discussions about prices may still take place based on match categories, timings and if a match is rescheduled.
