

City Matters - Minutes
4th May 2023

Attendees

City Matters representatives present:

Simon Walker – **Chair and Seasonal Hospitality Representative**
Mark Todd – **Disabled Fans Representative**
Alex Howell – **Under 25's Representative**
Daniel Bowdler – **Families Representative**
Kevin Parker – **Official Supporters Club Representative**
Mohammed Ullah – **Black, Asian and Mixed Heritage Representative**
Angela Worrall – **Season Ticket Members Representative**
Jayne Comer – **Women Fans Representative**

Club representatives present:

Danny Wilson – **Managing Director, Manchester City Operations**
Heather Leigh – **Director of Product**
Jonathan Lingham – **Director of Commercial and Fan Support**
Francine Warburton – **Head of Fan Support**
Hannah Whipday – **Fan Operations & Success Manager**
Chloe Jordan – **Fan Support Co-ordinator**
Elliot Ward – **Head of Corporate Communications**

Apologies:

Michael Ash – **Over 65's Representative**

Agenda

Topic 1: Ticketing

1. Ticketing – Real Madrid (H) ticket sales process
2. FA Cup – ticket sales, rail strikes and fan safety
3. Season Tickets – Silver to Gold, new availability
4. Brentford (A) - ticketing system error update

Topic 2: City Matters – Structure

1. LGBTQ+ representative recruitment update
2. Premier League Fan Engagement Standard and future structure/approach to the management of the Club's fan network.

TOPIC	SUMMARY
1. Real Madrid (H)	Club explained that the purchase criteria for Real Madrid was the same as that in place for Real Madrid last season, and for the vast majority of the Club's home matches.

	<p>After all Season Ticket Members had been provided with a priority window to purchase a ticket, all Cityzens Matchday Members had the opportunity to purchase one. In line with the Club’s ticketing policy for all home matches, Cityzens Matchday Members did not need previous purchase history to be able to buy a ticket.</p> <p>The only exception to this – whether in cup competitions or the league – is when the match is designated as high-risk from a safety and security perspective. This was the case for the Bayern Munich match in the Quarter Final. As such, fans had to have previously attended one match at the Etihad Stadium to make their purchase.</p> <p>City Matters raised that Bayern Munich had sold out within an hour of being on sale and this was with additional restrictions (one match previous purchase). Based on the feedback they received they felt the approach taken was unfair due to there being no protective criteria e.g. previous purchase history/attendance history.</p> <p>City Matters suggested the introduction of demand restriction e.g. previous attendance history dependant on the match and the opposition. Representatives also suggested criteria could be based on ticket points or a cut-off date for the Membership purchase.</p> <p>The representatives feel that the quality control of certain decisions could be improved. They would also like to be able to see an action plan outlining this. The Club confirmed it is open to dialogue.</p> <p>In terms of consistency, City Matters have suggested that matches should be treated individually going forward as no two games are the same.</p> <p>The Club will arrange a Ticketing sub-group meeting to review cup matches and sales criteria.</p>
2. FA Cup	Suggestion made by City Matters for sales criteria to be restricted to Members who

	<p>bought before the Semi-Final to avoid security risk or on ticket points/previous attendance/purchase history in the competition.</p> <p>Concerns raised over the cost of travel for the FA Cup Final along with the potential of making the UEFA Champions League Final.</p> <p>Due to the Coldplay concert at the Etihad Stadium on 3rd June, the Club explained there will be two departure points for coaches selected in Manchester. One will be Radcliffe and the other at East Didsbury which are both 'park and ride' on the Metrolink line. Trams will run from both locations from 6am until 12am. Free parking and disabled parking will be available at these locations.</p> <p>The FA have worked with National Express, and they will be putting on 60 train replacement coach services per club.</p> <p>City Matters raised concerns with safety and security. The Club confirmed there will be separate routes both to Wembley and on the return journey e.g. M1 or M6 for City and United.</p> <p>City Matters suggested the possibility of a free Metrolink travel if match ticket is presented. The Club confirmed it will approach TfGM about this.</p>
<p>3. Season Tickets</p>	<p>The Club will review availability after the renewals period has ended and will then confirm whether an upgrade from Silver to Gold can be made.</p> <p>City Matters raised concern about fans who have downgraded from Gold to Silver who would then like to upgrade again, as this has been raised with one of the representatives.</p> <p>The Club confirmed Silver Season Ticket Members would have priority to upgrade to Gold, subject to availability.</p>

<p>4. Brentford (A)</p>	<p>Due to a technical issue on the Club’s website, more than the allocated number of 18-25 year old away tickets for this match were sold. As a result, ticket sales were paused.</p> <p>In the interest of fairness and to respect the Club’s ticket points structure, the decision was taken to recall all 18-25 tickets for this match. A ballot was then used to distribute the correct number of tickets amongst those 18–25-year-old fans that purchased on the morning of Wednesday 3rdMay. The decision to use a ballot as the method of distribution for these tickets was based on the feedback the Club received from City Matters’ Ticketing sub-group.</p> <p>Fans who purchased a ticket because they had the necessary number of ticket points still had valid tickets, and all received email confirmation of this.</p> <p>The Club apologised for the inconvenience caused and confirmed it has offered all 18-25 year-old fans who were unsuccessful in the ballot a free ticket to the Club’s first UEFA Champions League home match of the 2023/24 season.</p> <p>City Matters informed the Club they would discuss the approach for the 18-25 allocation going forward and how it is sold.</p>
<p>Topic 2 - LGBTQ+ representative: recruitment update</p>	<p>The Club confirmed that a meeting took place with the Chair of Canal Street Blues (CSB), the Chair of City Matters, the OSC General Secretary and the Club to discuss the recruitment of the new LGBTQ+ representative, following the decision of the last representative to step down.</p> <p>It was agreed that the next LGBTQ+ fan representative should be a member of Canal Street Blues and that a key part of their role would be to represent CSB at meetings with the Club.</p> <p>The shortlisting process for potential candidates was discussed and a suggestion was made for CSB to put forward a small number of candidates for the wider election.</p>

	<p>The timing of the election and the format remains under discussion, but it is likely that it will take place over the summer. In the meantime, it was agreed that a member of CSB could be temporarily co-opted to join City Matters. CSB are considering this and will come back to the Club.</p>
<p>1. Premier League Fan Engagement Standard</p>	<p>The Club outlined the new Premier League Fan Engagement Standard. The purpose of this is for clubs and fans to engage in a two-way dialogue exchanging information and ideas as well as securing feedback from fans. All clubs will be required to launch a Fan Advisory Board if they do not already have a formal structure or network in place.</p> <p>The Club confirmed that City Matters will be the club's Fan Advisory Board. There will also be a re-launch of sub-groups and the publication of a Fan Engagement Plan at the start of the season.</p> <p>The Fan Engagement Plan will clearly outline the aims and objectives of fan engagement for the season. This will mean that City Matters have a seasonal plan to work to, and a formal programme of topics to discuss with the Club.</p> <p>City Matters noted that more structure would benefit the group, and that defined areas of work will lead to greater influence for representatives and enable them to evidence the change they have delivered on behalf of the fan base.</p> <p>The Club and City Matters discussed future structure of the group, which would be reviewed alongside the work to develop the Club's Fan Engagement Plan.</p> <p>It was agreed that specific training for new representatives should be introduced, that term limits for representatives would be discussed, along with the selection process for new fan representatives.</p> <p>The Club and City Matters agreed that when the Fan Engagement Plan is launched, papers for each formal meeting will be shared with fan representatives in advance and a formal record</p>

	<p>of the contribution of City Matters would be captured to specifically document the achievements that have been made.</p> <p>The Club's Fan Engagement Plan and the operating model for City Matters will be published on the Club's website prior to the start of the season.</p>
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