

CityCommunities

Manchester City's Social Impact Report
24/25 Season



I'm delighted to introduce 'City Communities', the Club's new social impact report, conveying how lives were positively impacted through football last season, with support from fans, athletes, staff, partners and many other people connected to Manchester City.

Since being founded in the late 1800's, Manchester City has had community in its heart. The Club has grown and changed enormously since our early days at St Mark's Church to our current home at the Etihad Stadium in East Manchester, but its purpose remain the same: to improve lives through football.

Football is a metaphor for life, life concentrated in a pitch, life in 90 minutes. Football creates stronger communities and a greater sense of inclusion and belonging. Football can also improve physical and mental health, create pathways into education and jobs, and build a sustainable environmental impact.

We have seen a growing global impact but also local regeneration, transformation and job creation through the rapid expansion of our Etihad Campus in East Manchester.

Whether you live in Manchester, New York, Salvador de Bahia, Shenzhen – or anywhere in between where we have a footprint – we strive every day to make lives happier and more fulfilling through football.

This report, the first of its kind from Manchester City, spotlights the fantastic work done last season across all corners of our organization, to better lives through football.

In it, we demonstrate how Manchester City contributed to city communities locally and globally, including: creating healthy community football pitches and projects; connecting young people across the globe; improving physical and mental health; delivering educational pathways; and increasing diversity and representation.

The positive results in this report do not come by accident but by planning, hard work and bravery. The Club will continue its efforts to ensure that everyone who comes into contact with it, thrives, feels safe, belongs... and ultimately enjoys a better life.

Thank you to our extended City family of fans, athletes, staff and partners who joined forces to support City communities across the globe.

Built on our heritage and central to our future, the impact is something we can all be proud of.

Please join us on the journey.

FERRAN SORIANO
CHIEF EXECUTIVE OFFICER



IMPACT AREAS

The impact in this report was created by multiple teams within the Club and it’s official charity City in the Community, supported by fans and partners. City in the Community have been empowering healthier lives through football in Manchester and cities across the globe since 1986.

To access their latest annual report [CLICK HERE](#)



EDUCATION



GOAL:

Enhance educational attainment, life skills and vocational training through football.

OBJECTIVES

1. Support the professional, academic and personal development of our players, coaching staff and academy members, through tailored education.
2. Support the professional development of employees and community members seeking to work in football, through targeted vocational training.
3. Deliver education and life skills for young people in Manchester and cities across the globe through the global language of football.



HEALTH



GOAL:

Empower healthier lives through football.

OBJECTIVES

1. Uplift the physical health of city youth and communities through football.
2. Uplift the mental health and well-being of City youth and communities through football.
3. Create healthy spaces for city youth and communities to play football.



INCLUSION



GOAL:

Strive to ensure everyone thrives, feels safe and belongs in football.

OBJECTIVES

1. Increase diversity and representation, reflecting the communities in which we work.
2. Foster an inclusive culture and environment.
3. Provide accessible, welcoming and inclusive experiences for fans, visitors and communities.



SUSTAINABILITY



GOAL:

Promote social, environmental and economic sustainability everywhere we have a footprint.

OBJECTIVES

1. Sustain social impact for residents, employees and suppliers in our community, through local procurement, consultation, and engagement.
2. Sustain economic value for Manchester through our match day and wider operations.
3. Sustain a positive environmental impact by minimising waste and emissions, while actively protecting our natural environment.

EDUCATION



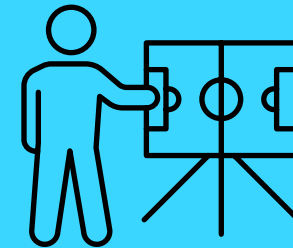
200+

participants in vocational training delivered by the Club's Work, Skills & Education Programmes for local unemployed adults in East Manchester



1,000+

community coaches and young leaders trained in 28 cities globally



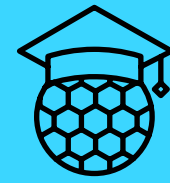
840

qualifications accessed by City in the Community participants



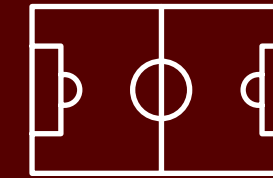
35,000

young people participated in the Clubs' football education programmes and events globally



7

local community football pitches built or refurbished by City in the Community since 2023



HEALTH



33,000

young people in 28 cities participated in community football projects delivered by City in the Community and the Clubs' global charity partners



85%+

of participants surveyed reported improvements in health, confidence, or life skills.



IMPACT HIGHLIGHTS

10%

participants with disabilities or special educational needs in local City in the Community football projects



3,000

players participate in the Clubs' South Asian football programme



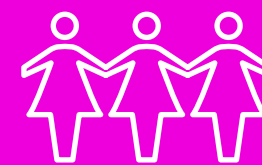
81

staff have completed Women in Football's leadership courses



42%+

female participation in our local and global community football programmes



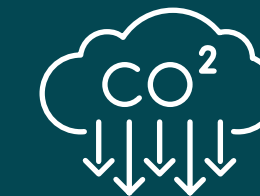
£1.3bn

Economic Value (GVA), created for our region and nation - a record high*.



25%

year on year reduction in Club emissions, working towards CO2 Net Zero by 2030



11%

year on year reduction in Club waste



INCLUSION



SUSTAINABILITY



EDUCATION

AIM

Enhance educational attainment, life skills
and vocational training through football.



Education is a lever to help people fulfil their potential in the work place, on the pitch and in life. To this end the Club and its official charity City in the Community delivered a wide range of educational initiatives spanning coaching and leadership, vocational training, schools outreach, and higher education.

In the last 12 months:

- City in the Community delivered an accredited BTEC, undergraduate university degree modules, and training in youth leadership and community coaching in cities across the world.
- The Club provided free vocational training and guaranteed interviews for those seeking to work in football through its Work, Skills & Education Programmes.
- A range of football schools from the Club's City Football Education team saw young people of all abilities access high quality football tutoring from City coaches.
- The Club's 'City Football Leadership Institute' produced tailored programmes to develop industry specific skills and know-how.
- Educational support for scholars in our men's and women's youth teams and academies was supplied through paid private education, tutoring, and wider tailored support.
- Grassroots community football projects took place in Manchester and a global network of cities, led by City in the Community and the Clubs' global charity partners respectively.

These programmes led to real impact for participants, including:

840 qualifications gained by City in the Community project participants.

60 local Schools partnered with City in the Community.

87% of City in the Community participants reported improved skills / knowledge.

1000+ young community football leaders trained in 28 cities.

207 participants in the Club's work, skills and Education programmes delivered in East Manchester.

89% of Club Girls and Boys football Academy students gained 5 GCSEs or more, with 80% of grades on or above target.

Below is a more detailed look at the impact behind the numbers.

COMMUNITY FOOTBALL

City in the Community’s degree programme brings together community football coaching knowledge with Manchester Metropolitan University’s academic expertise.

With 28 weeks of work-based learning in professional sporting surroundings, this BSc course provides an integrated path to rewarding career goals.

One participant, Ollie, who was left with a traumatic brain injury following an accident, chose to do his degree placement with the charity’s BTEC cohort.

“City has inspired me so much,” he said.

Ollie’s Dad, who has seen a real change in Ollie since starting his placement, added:

“It’s been absolutely fantastic to watch him grow in confidence. He’s been able to feel the value that he can bring to a team, which is also helping him with his research for his degree.”



“I’ve had a brilliant time learning off established coaches at City in the Community and being able to fulfil my placement hours in the amazing facilities has been brilliant. Being a source of inspiration and watching the participants grow in confidence like I have through my rehabilitation has been fantastic.”

“ OLLIE - BSC COURSE PARTICIPANT

Further afield, 1000+ community football coaches and young leaders were trained by City in the Community through a mix of in person and digital training spanning 28 cities, with 95%+ reporting improved confidence and skills.

As part of the global Young Leader training programme, a summit in Delhi sponsored by Club partner Etihad Airways, connected 39 Young Leaders from 5 Indian cities - Ahmedabad, Mumbai, Bengaluru, Kolkata, Delhi - for a week of training and development led by City in the Community coaches and Etihad employee volunteers. Delivered in partnership with local charity partner, Magic Bus, the initiative used football as a tool to promote healthier lifestyles and empower Young Leaders with the skills to drive positive change in their communities.



- | | | | |
|----------------|-----------------|----------------|---------------------|
| 1 Ahmedabad | 8 Delhi | 15 Mexico City | 22 Philadelphia |
| 2 Atlanta | 9 Kolkata | 16 Montevideo | 23 São Paulo |
| 3 Bahia | 10 Kuala Lumpur | 17 Mumbai | 24 Shanghai |
| 4 Bandung | 11 Lommel | 18 Nairobi | 25 Tacloban City |
| 5 Bengaluru | 12 Los Angeles | 19 New York | 26 Tokyo |
| 6 Barranquilla | 13 Manchester | 20 Orlando | 27 Toronto |
| 7 Chicago | 14 Melbourne | 21 Palermo | 28 Washington, D.C. |



CITY INSPIRES

‘City Inspires’ is a City in the Community programme using the appeal of the Club and the Premier League to work with groups of secondary school learners at risk of not reaching their potential.

City in the Community coaches delivered a high-quality education curriculum that is tailored to inspire learners to develop the attitudes to help them succeed and excel academically, physically and socially. The programme provides an opportunity for learners to develop key skills, with a focus on improving their engagement in education, pro-social behaviours and mental well-being.

The idea is to support them as they move through the education system and early adulthood, giving them the confidence, resilience and skills to succeed.

They proved popular with the participants:

“My behaviour and attendance used to be a bit up and down. Now I understand much better what I have to lose and have a greater appreciation for the education I am receiving. The project has given me something to work on that I am passionate about and as such I understand more what is at stake if my attendance drops.”

“ TOM - CITY INSPIRES PARTICIPANT





EDUCATION

CLUB LED SCHOOLS OUTREACH

City Ambassadors is a growing network of 40 internal Manchester City employees from diverse career paths and specialisms. It was created to engage students by sharing personal career journeys and insights, demystifying opportunities in the sports and entertainment industries.

Through co-design with teachers and careers advisors, City's offering was tailored to the needs of each school and student group, ensuring both relevance and impact.

The programme supported students in understanding the breadth of roles available within the football industry in general and Manchester City in particular. There was a drive to equip students with all the correct tools to access potential jobs.

Early in 2025 the Club launched a dedicated Schools Engagement Programme in collaboration with local schools in East Manchester, recognising that students who engage with employers during school years are more likely to transition successfully into employment or education. The programme included Schools Roadshows, Workplace Safaris, and Careers Workshops targeting Years 9, 10, and 11.

EDUCATION

FOOTBALL ACADEMY

City's Academy places a huge emphasis on education alongside football. The academic achievements of players remains of vital importance to everyone working in the Academy.

Community engagement has always been an important aspect of the programme and across the season the Academies collaborated with City in the Community to provide school visits for World Book Day and participated in the Winter Wonderland and Children's Christmas Parties.

City were also involved in Premier League Programmes the Christmas Truce project, the Holocaust Memorial event and Remembrance Day.

City's young players have consistently achieved on or above their target grades on their BTECs and A-Levels. There was a 100% pass rate on all Level 3 qualifications.

Outside the classroom, the season marked the 10-year anniversary of City's involvement with the Duke of Edinburgh Awards. The Club offered the Bronze Award to all Under 15 players.

During that decade more than 100 young people have completed the Bronze Award, developed crucial leadership experience and picked up life skills alongside important volunteering work at local Primary Schools where they positively impacted the lives of young children.



CITY FOOTBALL EDUCATION

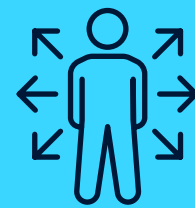
Manchester City's Football Education initiatives continue to deliver transformative experiences for young players worldwide.

The approach was built on:



Expert delivery

Delivering elite coaching and structured development pathways, with all programmes being delivered by 300+ fully trained Club coaching staff globally.



Accessibility

Creating opportunities for players from diverse backgrounds to experience world-class training.



Impact

Focusing on measurable outcomes that enhance skills, confidence, and long-term development.

Programmes fall within four broad areas:

Football Schools Programmes: with 16,000 players participating in player development programmes, tournaments, and events, delivered in the UK, UAE and Australia.

Partner School Programmes: with 4,000 players accessing football development programmes on an ongoing basis, spanning 7 countries globally, including: Albania, South Korea, Indonesia, Vietnam, Switzerland, 12 locations in the UK and 5 cities in Australia.

S Partnership Programmes with So Five soccer facilities: with 5,000 players participating in Club led coaching in 10 locations on the West and East coast of the US.

Man City Cup in San Diego: one of the largest youth tournaments in the US, with 10,000 participating players and 40,000 visitors attending.



Globally, the City Football Education & Recreation department delivered football coaching services, events, and tournaments to 35,000 children and players.

Complementing the global impact, an annual Summer Residential Programme of immersive football and education took place at the Etihad Campus, contributing to a Young Player Development Programme (YPD), to support local players in Greater Manchester.

Key highlights were developing technical ability, enhancing tactical understanding, and ensuring personal growth through structured coaching and mentorship. Impact for Communities was tangible with increased access to football education which in turn fostered inclusion and diversity for players of all ages and abilities.

The residential programme delivered in excess of 2,000 hours of coaching and engaged around 700 players.

The YPD programme maintained strong local engagement with 18,697 player sessions, ensuring consistent development opportunities for young players in Greater Manchester.



HEALTH

AIM

Healthier lives through football.

Football is a proven tool to uplift physical and mental health. This power lies at the heart of our grassroots football programmes, where participants gain in confidence, physical fitness, friendships, well-being, life skills and more. Impact in this area is created through Club and player outreach, City in the Community, and a global network of non-profit partners accessing funding and training from Manchester City and City in the Community.

In Manchester last year, City in the Community provided a range of projects that impacted more than 17,000 local children and young people. When global initiatives were included that number swelled to in excess of 33,000 across more than two dozen cities worldwide. Many of the initiatives were carried out in marginalised communities.

Work included destigmatizing conversations around mental health, early years movement and play for two to five year-olds, schools-based physical activity and life skill lessons, football-based health education on topics like water sanitation and hygiene (WASH), and the creation of new community football pitches offering safe and healthy spaces to play.

City's Premier League and Women's Super League players helped heighten awareness of the work being done, aided by Club partners Kellogg's, Socios, CP Company, PUMA, Midea, Etihad, and Xylem. Young people participating reported real impact as a result of the projects.

Within City in the Community Manchester participant surveys:

86%

reported improved
confidence and self-esteem

87%

reported improved skills
and knowledge

86%

reported feeling
inspired and engaged

Within our globally funded project participants* :

93%

reported improved
physical health and
well-being

81%

reported improved
mental health and
well-being

92%

reported improved
confidence or
self-esteem

91%

reported
improved skills
and knowledge

Here we look in more detail at specific case studies from Manchester and around the world.

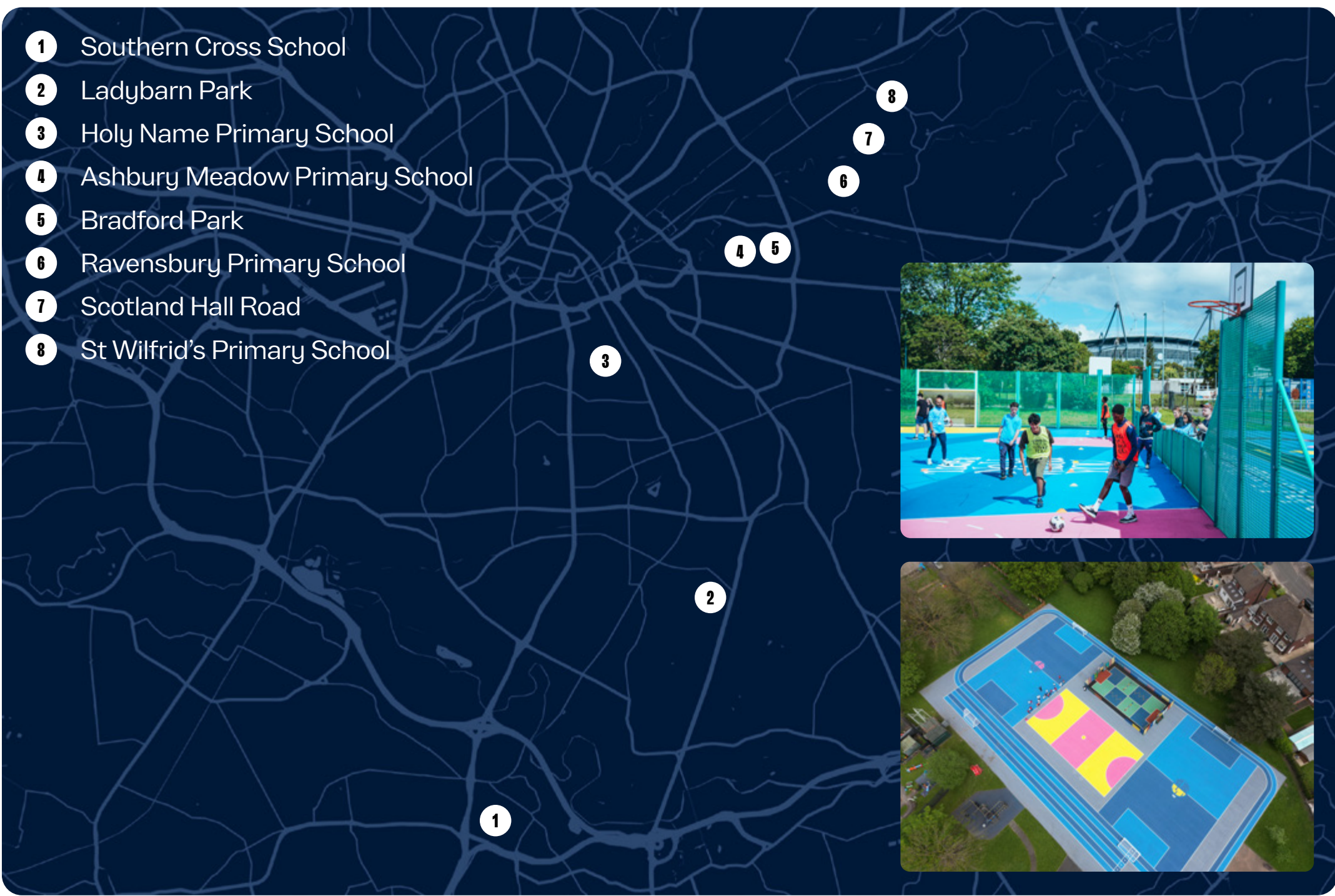
*Source Feedback from 735 participant surveys submitted by global Club grantees across 19 cities

HEALTHY GOALS MANCHESTER

Healthy Goals raises funds to create new community football pitches and youth led projects in City Football Group (CFG) Club cities - with donations matched by CFG. In Manchester, the initiative raised £180k in the 24/25 season for City in the Community.

Having already developed seven previous community pitches since 2023, an eighth site was identified for regeneration at Bradford Park, on the doorstep of City’s Etihad Stadium, with support from Club partner CP Company.

Prior pitches included 2 ‘play zones’ in Newton Heath and Withington and five multi-sport pitches in local primary schools, co-created with local students who helped design the spaces and create artwork for the centre circles.



CHRISTMAS CAMPAIGN

Christmas time, for those who celebrate it, can be a period of strain as well as joy and companionship. City set out to make it as special as possible for as many local people as they could.

A campaign raised in excess of £196k for City in the Community’s new community football project at Royal Manchester Children’s Hospital (RMCH).

In addition, more than 1,000 participants attended free Christmas parties organised by City in the Community, these included in excess of 100, One City Disability participants and their families, who enjoyed the first-ever One City Disability Disco at the Etihad Stadium.

Both the men’s and women’s first team squads made visits to the RMCH engaging with the young patients and lifting their spirits at a crucial time. Funding from the men’s team saw 1,760 gifts given to children staying in the hospital over the festive period.

Through the funds raised, patients and their families were able to enjoy free year-round City in the Community sessions, focused on enhancing physical and mental wellbeing.

The campaign also bolstered City’s commitment to regenerating on-site spaces for the children to play - an extension of the multi-year Healthy Goals initiative.

CITY THRIVE

City Thrive has been delivered by CITC since 2020 as a response to the COVID-19 pandemic.

The project uses football as a tool to reduce isolation and connect young people to tailored mental health support and is delivered in partnership with the National Health Service, RMCH, Child and Adolescent Mental Health Services and Primary Care Networks across Greater Manchester.

Sessions harness the power of football to destigmatize conversations around mental health, targeting young people aged seven to 18.

Educational workshops and one-to-one mentoring are delivered by a dedicated team. The integrated approach has broken new ground in the sector and the project continues to grow from strength to strength reaching 2,124 young people across 997 hours of delivery last season. The impact was summed up by participant Lily:

“I have a mentor. She does football with me and if I’m feeling a bit worried or stressed, she talks to me to help me figure out what I can do to feel better.”

“If you’re really stressed out, it (the programme) can put your mind at ease, or it can help you find ways to resolve why you’re stressed or a bit upset that day.”

“ LILY - CITY THRIVE PARTICIPANT



ANDY’S MAN CLUB

Suicide is the biggest killer of men under the age of 50 in the United Kingdom.

That is a frightening, sobering statistic and one that helped prompt the establishment of Andy’s Man Club at Manchester City.

As a football Club, we know we can connect with fans and use our audience to create positive change. Therefore, as we are not experts in mental health, we actively sought a specialist organisation who can deliver practical advice to support our network. Together, by using our platform, and AMC’s specialist, we can tackle an issue prevalent amongst our fans.

In May 2025 there was a celebration of the one-year anniversary of Andy’s. During that time, City and the Halifax-based suicide prevention charity have been working together to offer weekly free peer-to-peer support for males in the surrounding community aged 18 or over.

Each session is facilitated by trained volunteers and supported by Club staff, ensuring a safe and respectful space for all participants. Since the first session, six attendees have finished their training and become facilitators.

During the collaboration’s first year, there were more than 950 individual sessions attended at the Etihad Stadium - 90% of those men were visiting for the first time.

The impact has been incredible as those who took part readily testify:

“By holding Andy’s Man Club at the Etihad Stadium we’ve been able to attract men-in-need from the community and beyond,” declared facilitator Paul McCormack.

There is an open door policy; it is not just for City fans.



“We’ve not just created a band of brothers, we’ve facilitated nearly 100 hours of men talking, opening up and sharing their worries to an audience of empathy, compassion and understanding.”

**“ PAUL MCCORMACK
- ANDY’S MAN CLUB**

KYLEM WATER CHAMPIONS

Globally the United Nations recognises safe drinking water as a human right but still more than two billion people lack access to safely managed water services.

This can lead to preventable diseases and is why Manchester City and their long-standing partner Xylem were proud to unveil a new direction for their global community football and water initiative the 'Water Champions Project' (WCP).

The WCP provided funding and specialised training to youth led projects across 10 cities globally all of which use fun football-based games to deliver vital education on water sanitation and hygiene (WASH).

Collectively they:

Engaged

7,800+

young people in water
action initiatives

Upskilled

131

Young Leaders across 10
cities worldwide

94%

of surveyed participants
reported improved
understanding of water
safety and health

Attained

57M

digital views, through social
impact stories inspiring City
fans around the globe

To celebrate World Water Day, Young Leaders from all 10 cities designed and delivered a community volunteering event to address their city's most pressing water issues.

Young Leaders presented their projects to a Xylem and a Manchester City judging panel including City Women's legend Steph Houghton, via a live City Studios link-up.

Tacloban City in the Philippines was selected as the year's winner, earning a special visit from former England defender and Club legend Joleon Lescott.

Alongside Xylem employees and City in the Community coaches, Lescott participated in a volunteer event that included a coastal clean-up, planting of mangrove trees providing a protective barrier against extreme weather, and a football tournament using the power of the football to educate 250 children about responsible water practices.

The Water Champions Project has successfully united communities around the world for a number of years, using the power of volunteering and football to demonstrate how clean water solutions can protect public health and support communities.



MIDEA EMPOWERS YOUNG COMMUNITY FOOTBALL LEADERS IN SAO PAULO AND BANDUNG

Club partners continued to engage, including support from home appliances partner Midea for youth led community football projects in São Paulo, Brazil and Bandung, Indonesia, delivered by Club charity partners Fundação Gol de Letra and Rumah Cemara respectively. The projects created safe spaces for Young Leaders to play football and feel at home, backed by grant funding from Manchester City’s global foundation team, training in youth leadership from City in the Community, and product donations from Midea. The impact included:

More than

45

Young Leaders trained

1134

young people accessing free community football projects

94%

of participants surveyed reported ‘Feel at Home’ and ‘Safe and Welcome’ at their community project

92%

of participants surveyed reported that the sessions have helped them grow into a healthier person

65

Midea home appliances donated to enhance the community spaces where Young Leaders participate in football-based education and youth development workshops



The case studies outlined above are only a snapshot of the wide ranging projects supporting City’s mission to empower healthier lives through football.

A pilot programme at the RMCH included physical activities for young patients, sibling support and community transition mentoring and supported 73 young people and their families throughout the year. This will be continued through 2026.

City’s men and women’s players, both present and past, were huge supporters of the year’s work – delivering multiple project visits locally and globally to build inspiration and awareness. Portugal central defender Rúben Dias, was announced a Manchester City PFA Community Champion, following multiple stop-offs at City in the Community sessions during the 2024-25 season.

INCLUSION

AIM

Strive to ensure everyone thrives,
feels safe and belongs in football.

Equality, Diversity and Inclusion remain central to our work as a Club. We are proud to hold the Advanced Level of the Premier League Equality, Diversity and Inclusion Standard, reflecting our continued commitment to driving meaningful progress across the organisation.

Our refreshed **2023–27 EDI Strategy** provides a clear framework for action in three priority areas: increasing diversity so that our workforce, players, fans and programme participants better reflect the communities we represent; fostering an inclusive working environment and culture for our players and staff; and enhancing fan and participant experiences so they are accessible, welcoming and inclusive for all.

Data continues to play a vital role in helping us understand who we engage with and how they experience the Club. In 2025, we published our voluntary workforce diversity data in line with the FA's N Rule, supporting greater transparency across the football pyramid. Locally, insight gathered across Greater Manchester helps ensure that access to football and opportunity is reaching communities who need it most.

Our employee-led staff networks — Be Inclusive, the Women's Network, EthniCity and City and Proud provide spaces for connection, allyship and shared learning across the Club. This season we introduced menopause, fertility, adoption and caring responsibilities policies to enhance our employee family-friendly provision. In a global first for sport and menstrual health, Manchester City Women and Snuggs launched an Official Period Underwear Partnership, breaking taboos and empowering women and girls to play football without compromise.

Throughout the season, our campaigns celebrated moments that matter —including International Women's Day in collaboration with Buy Women Built, to Mental Health Awareness with Andy's Man Club, Manchester Pride with our LGBTQ+ fans, Black History Month recognising players contributions to our Club history and our ongoing commitment to tackling racism through the Premier League's No Room For Racism campaign.

Our Supporter Charter reinforces our zero tolerance stance on discrimination. This season we refreshed our matchday discrimination awareness video and introduced a text reporting service in 2023/24, enabling fans to report concerns in real time. We worked with our fan engagement group, City Matters, to increase promotion of the service on match days. To meet fan needs, we have enhanced stadium accessibility with the launch of a buggy park at the Joie Stadium and in-bowl subtitling across men's and women's fixtures.

Across Greater Manchester, our community inclusion programmes continue to provide safe, welcoming spaces for people from all backgrounds, creating connection, confidence and belonging through football.

WOMEN'S DEVELOPMENT

Supporting women's development is a key priority. We recognise that women are underrepresented in more senior roles across the football industry, and we are working to increase women's representation across the Club, including into management and leadership positions.

Over the past three seasons, our corporate membership of Women in Football (WIF) has played an important role in supporting this ambition. Our findings show that Women in Football is highly valued by colleagues, with leadership courses described as confidence-building, energising and empowering. Working with WIF, we've supported women to attend Leadership courses and a bespoke Be Empowered series with 75% of survey respondents agreeing that participation has positively supported their career development.

Our staff-led Women's Network, established in 2020, plays an important role connecting women and men allies, increasing women's visibility and providing peer support across the Club. The Women's Network was instrumental in the Club becoming a corporate member of Women in Football in 2023. Since then, together with our Ethnicity, City & Proud and Be Inclusive staff networks, the Women's Network has helped shape conversations around our family friendly working culture, health and well-being and working environment policies and support.

Collaborations with organisations including Women in Football, Women on Boards and Buy Women Built have raised the visibility of women on and off the pitch, helping people to widen their networks, enhance their skills and gain greater exposure to industry trends. Manchester City Women and Leaders in our Club are shaping industry change with Nuria Tarre, Chief Marketing and Fan Experience Officer, joining Women in Football's Board this season.

Listening to women across the business remains central to our approach. Feedback highlights the importance of having individual development plans and managers and leaders who champion development.

119

staff members have now signed up as individual members of WIF

16

women took part in a be-spoke Be Empowered series last season

81

women completed WIF's leadership development programme

48

staff members have signed up as members of Women on Boards



“Creating a supportive culture and increasing women's visibility across the Club is something I'm passionate about as a leader. Our Women's Network began in 2020. It championed joining Women in Football, opening up opportunities for women to develop leadership skills, and for staff to connect and take part in conversations about women's representation and the importance of allyship in the game. I'm delighted to have joined the Women in Football Board and be able to share my experience to support positive change across football.”

**“ NURIA TARRE
- CHIEF MARKETING
& FAN EXPERIENCE OFFICER**



INCLUSION

SOUTH ASIAN PLAYER INCLUSION

South Asian players have historically been underrepresented within elite football, despite high levels of participation at grassroots level across the UK. There is a commitment to supporting South Asian player development across the football industry.

At Manchester City, the Club's Junior Academy has developed a community-connected model for talent identification and development. Over the last two seasons, the Club has brought together **38 partner organisations**, including grassroots football clubs, schools, community hubs, and inner-city providers across Greater Manchester and the North West of England.

Delivery included fun days at City Football Academy, competitive festivals, trial days, and recruitment fixtures against City Select teams from U11 to U17. While introductory activities were important for engagement and confidence-building, competitive festivals and structured fixtures proved most effective in identifying players with the potential to progress into elite development environments.

More than
6,200

South Asian boys were engaged through a range of structured and informal football opportunities.

The programme also focused on reducing practical barriers to participation by creating flexible, welcoming entry points into Academy football. This included adapting delivery models, improving communication with families, and ensuring players experienced professional environments early in their development. These approaches helped retain players who may otherwise have disengaged before reaching formal recruitment stages.

The programme has delivered clear progression from engagement to elite development. In 2022, there were **four South Asian players** involved in pre-academy or hub environments. Today, **15 players are active within structured development pathways** in the Academy set up. Beyond Manchester City, **seven players identified through the programme** were supported into professional pathways at other clubs, including Premier League Academies. Importantly, talent was discovered through non-traditional settings such as community tournaments and inner-city programmes, including players with little or no prior experience of organised football.

The programme has demonstrated the importance of sustained community engagement, consistent presence, and clear communication around pathways and expectations. Building long-term relationships with families, grassroots coaches, and local organisations allowed players to develop confidence, trust and understanding of elite football environments. A patient, long-term approach to development — particularly at younger age groups — proved essential in supporting late developers and maintaining progression.



“This programme has shown that when access is clear and pathways are visible, players and families engage with confidence. By working closely with communities and creating consistent development opportunities, we’ve been able to support talented South Asian players into elite environments and set foundations for long-term progression.”

**“ SEVVV ASLAM
- INCLUSIVE RECRUITMENT
& PARENT LIAISON MANAGER**



INCLUSION

SENSORY ROOM

The Etihad Sensory Room opened in August 2019, and since then we've had 274 families use the space to date on matchdays.

Situated in the north east corner of the stadium, appearing as a PUMA shoe box from the exterior, the space has been specially designed for children who are neurodivergent and their families.

The Sensory Room is a specially designed space that provides children with a calming, safe and structured environment to enjoy the game with their family and friends. It is one of a number of accessibility offerings we provide for people with sensory and different access needs. Other services include sensory bags that fans can collect on arrival, subtitling on jumbo screens (from 24/25 season) and accessible information for fans considering coming to a match.

Drawing inspiration from the Etihad Stadium sensory room, City in the Community coach, Eduardo Monteiro, identified a need for a sensory room in a local primary school, Holy Name.

Eduardo is a coach on the City in the Community's Premier League Primary Stars programme, delivered in schools across Greater Manchester. During these sessions, pupils and teachers took part in national curriculum PE lessons, extra-curricular activities, targeted interventions, education workshops, social action projects, anti-discrimination sessions, competitions and teacher

continuous professional development events. The programme exists thanks to the Premier League Charitable Fund's support of City in the Community's work.

"The room can be used and is available to every child in the school. The idea is for the room to provide a calm place for students to break the stress they may have faced coming from home to school and start the day relaxed," he explained.

In 2024/25 more than 30 sensory room sessions were delivered to 17 different schools. Hayley Hogg from Millwood School in Manchester summed up the benefits:

"It provided a calm and relaxing space where children are safe, comfortable and able to be themselves," she said.

"The experience provided a community trip for children to attend from school which supports their needs in a way other trips and visits can't. The children were supported by Manchester City staff with knowledge of SEND (special educational needs and disabilities) and offered a space that was exciting for them, it provided a 'wow' feeling."

“ HAYLEY HOGG - MILLWOOD SCHOOL



INCLUSION

CITY IN THE COMMUNITY DWARF TEAM

The past 12 months has also seen City field a dwarf team in a competitive pan disability league, at Salford Sports Village.

An under-12 team played in the Greater Manchester Ability Counts League. The ‘One City’ Dwarf Sports programme has been running for just under five years, having launched back in 2019 as part of CITC’s One City Disability sessions.

City in the Community Inclusion Manager, Niamh Sweeney said: “This is a fantastic opportunity for these young people to be involved in such an inclusive environment. It is a perfect example of what can be achieved when people are given opportunities.”

One City Disability provides opportunity for participants to take part in free football and sporting provision relevant to their specific disability and is another way the Club is bringing to life its vow to empower people through football.

Sessions are held in primary and high schools as well as in community venues outside of school hours ensuring that participants across Greater Manchester all have access to disability specific provision and education.

Disabled participants do not always feel comfortable or able to access universal provision, so it is important to offer disability specific sports to provide participants with a development and participation pathway, regardless of their disability or impairment.

City in the Community’s Inclusion programmes help to make football accessible to people from wide-ranging backgrounds, promoting a welcoming, fun environment to play and feel part of Manchester City.

During Ramadan, the Club hosted Manchester Football Association’s Midnight League, providing members of the local Muslim community with the opportunity to play football during the evening hours when provision wasn’t ordinarily available. Muslim women also accessed coaching sessions and attended a City Women’s match.

ReminisCITY programme provides a dementia safe environment for participants to enjoy social and physical activity, through the conduit of football and their memories of Manchester City. This season we launched ‘ReminisCITY on the Road’, in care homes across Greater Manchester, ensuring that participants can access sessions regardless of their personal circumstances or need.

Free-walking football sessions engage older participants in regular physical activity. At sessions, participants can meet others, have someone to talk to and make social connections. Participants travel and play other Premier League Club walking football teams.

With support from the Premier League Charitable Trust The City Girls project provides safe spaces for girls across Greater Manchester. Through after-school sessions and community satellites, City Girls aims to provide safe spaces for girls to engage in football, improve their physical and mental well-being and develop their leadership skills.

InclusCITY provides a safe space for 18-25 year olds that identify within, or are allies of, the LGBTQ+ community. The sessions aim to encourage our participants to socialise and take part in football activities in order to positively impact their physical and mental health. The initiative was designed with community members.

SUSTAINABILITY

AIM

Promote social, environmental and economic sustainability through football.

There is a passionate belief that through football, be that on the pitch, off it, within our neighbourhoods or further afield, we can and we do change lives for the better.

At Manchester City, sustainability is social investment, environmental protection and economic responsibility that drives a community spirit that wholly respects our founding, yet ensures success, innovation and inspiring futures across our cities.

This drive helps to create and sustain meaningful and valuable opportunities across our neighbourhood, city and region whilst working to protect natural resources, to reduce pollution and conserve ecosystems.

These aims are deep-rooted in the ethos of the Club and its staff.

The Club's workforce champions the work, determined to deliver locally and globally in close collaboration with fans, communities, partners, and investors.

Sustainability has been front and centre in policy making for more than two decades providing a long-lasting impact wherever there is a Manchester City footprint, striving to both evolve and show resilience whilst adapting to ever-changing demands and growing expectations.

Sustainability is a driver for action and change. It can also be the catalyst for innovation.

City's sustainability report is published annually in September. The current report, detailing social, environmental and economic sustainability across investment, major projects and operations can be found here:

[CLICK HERE TO READ THE REPORT](#)

SOCIAL SUSTAINABILITY

Local jobs, local people is a mantra the Club adheres to whenever possible.

Following the success of City's inaugural event in 2024, the Etihad Stadium Summer Jobs Fair returned for a second year in 2025, fortifying the Club's commitment to boosting local employment.

It brought together 20 local employers and support organisations from sectors including Events, Security, Hospitality, Facilities, Traffic and Transport, Social Care and Construction and it was a huge success.

More than 1,500 registrations were made for this event with a push to help people into work by maximising local jobs and training opportunities.

City also supported more than 200 unemployed local residents through the delivery of a series of targeted adult learning programmes across key sectors including Hospitality (Food & Beverage), Event Stewarding, and Event Playmakers.

These programmes were designed to upskill local unemployed residents, providing sector-specific skills and guaranteeing an interview for available roles, providing direct pathways to employment within the Etihad Campus and beyond.

In the 24/25 Academic Year around 50% of participants successfully secured roles at Etihad Campus, with some individual programmes achieving exceptional success rates of 70-80%.



ENVIRONMENTAL SUSTAINABILITY

Manchester City has committed to working for credible CO2 Net Zero by 2030.

The United Kingdom has pledged to hit Net Zero emissions by 2050 and has set itself interim targets along the way for 2030 and 2035.

Reducing CO2 emissions remains a key area of work, the process of measurement and reporting is aligned fully to Greenhouse Gas protocol.

Changing practices across the club's operations – reducing waste and improving energy efficiency – led to significant reductions this year helped by City fans choosing different travel options.

Special match day buses, car sharing and the use of public transport, cycling, and walk-to-the-match were all actively promoted.

In tandem, the Club's grounds and landscape teams created a wide range of new wildflower and wild grass meadows, planted additional trees and an orchard, and uplifted care and expansion of the wetland.

The Club is working with Clearvolt and it's official solar energy partner Jinko, to generate energy equal to the operational needs of:

A Match day at
the Joie Stadium

Pre-match day
press conferences

City TV
Studio One

The Club's FM
maintenance and
grounds workshops

Around 15% of all
daily operations

Some 2,800 solar panels were installed on the roof of the Joie Stadium and in total more than 10,500 panels will be installed across CFA. Once the project is complete, the panels will generate enough renewable energy to offset the annual power requirements needed to run the campus - making it one of the largest producers of renewable energy in world football.

More than 80% of the club's water is recycled and new rain gardens developed in 2024/25 helped reduce water flow and waste further. All compostable waste is treated on site.



‘MANGROVES’ A UNIQUE BIODIVERSITY ACTION PLAN

This initiative supports the wellbeing of the Club’s neighbourhood. It involves the unique identification of Manchester ecology that will thrive by creating a variety of sustainable ground conditions.

Wetland, bogs, ponds with high CO2 absorption yield plants are all utilised to mimic the benefit derived from the most advantageous ecology.

‘Mancgroves’ is a scheme based on local participation and collaboration and aims to reap and maximise the benefits of local biodiversity. All of which helps propel the Club towards its net gain ambitions by significantly absorbing CO2.

It builds on work completed at the City Football Academy which now supports 575 recorded species.

Meanwhile, the ‘Mancgroves’ initiative continues to create a blue-green ring around the Etihad Campus, enhancing biodiversity and CO2 sequestration whilst helping to uplift all visitor and fan experiences, support dwell time, encourage further, inward investment and, through its mitigation and sequestration credential, help meet the club’s net zero targets.

By engaging the Club’s community outreach team, landscape and ecology partners, and a local sixth form college, the Club has already collaboratively developed positive changes to both its own and local landscapes.





SUSTAINABILITY

ECONOMIC SUSTAINABILITY

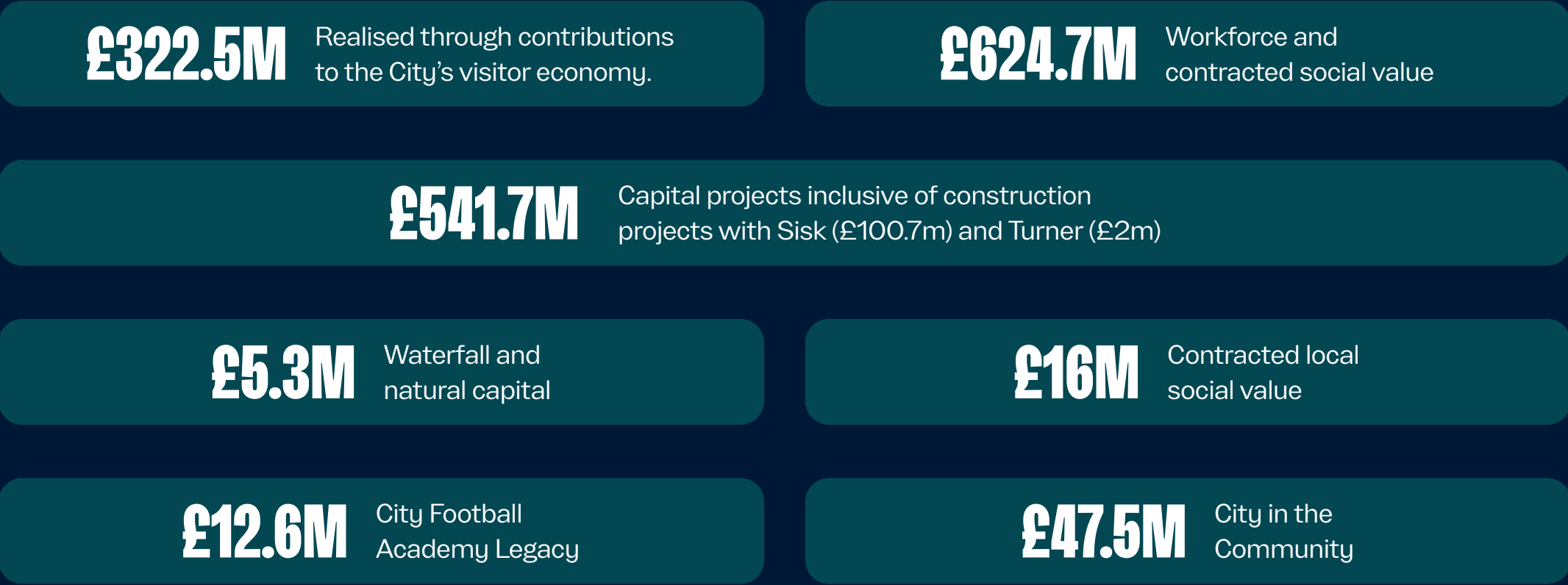
Sustainability and success are not mutually exclusive. City’s work across the region and, more specifically, in the city centre and East Manchester has a wider economic impact and as such adds additional (indirect) values to the city and regional economy through employment, procurement, visitors and disposable spend.

It provides a strong base line for Manchester City’s Gross Value Added (GVA) contribution.

The GVA measurement incorporates various metrics including the spend per head of all visitors, local Club procurement, and values attributed to community participation, volunteering, local employment, education, apprenticeships and training. The measurements are made utilising the UK Government’s Social Value Model adjusted for Greater Manchester (as advised by the Greater Manchester Combined Authority). Overall, the Club’s total GVA in the year to June 2025 was estimated to be £1.3billion*.

**£1.3 BILLION ECONOMIC VALUE (GVA)
DELIVERED FOR MANCHESTER AND UK**

Including (but not limited to):



The continued development of the Etihad Stadium’s North Stand area delivered a large and tangible impact for the city’s economy and workforce.

Working with Sisk Construction, the club secured significant local procurement and employment outcomes.



In terms of the crossover with education, nearly 2,000 students were reached through school and community work. There were 117 education placements and 54 educational site visits.

* Taking into account all attributions and annual discounting plus the work undertaken by City in the Community the figure is £1.66bn – reduced by 20% allowance for overseas/corporate drift (£333m), giving a total of £1.33bn.

All of the case studies listed helped City reduce ‘scope 3’ emissions – which includes business, teams, fan and commuting travel - by approximately 8%. They helped create meaningful change.

The CFA also saw 11 new rain gardens built as part of a water discharging reduction scheme.

Work continued with the Official Water Technology Partner, Xylem, to further improve the efficiency of water management and reduce waste.

Meanwhile, wildlife counts reaffirmed the healthy status of the landscape and air and water qualities at CFA with new fauna species naturally seeding. The bee, invertebrates and bird populations continued to thrive.

The Club’s sustainability efforts didn’t go unrecognised by outside bodies.

The Matchday Bus Network, aimed to get match going fans out of cars, won Innovative Sustainable Travel Project of the Year at Team at Modeshift’s National Sustainable Travel Awards.

Elsewhere, the Club’s conference and events team won both Platinum and Gold awards at the Greengage Sustainability Awards.

The team who manage the landscaping at CFA also were recognised with a prestigious BALI National Landscape Award for adopting innovative and sustainable landscaping practices, including their biodiversity-focused initiatives and a comprehensive soil recycling programme.

“The sometimes confounding times we live through are filled with challenges, yet with incredible opportunities too. Every one of us can solicit meaningful and positive change in our own localities and across the world.

Imagine then, the impact of mutual actions, of co-operation and participation. Working together we help fire essential, relatable enthusiasm in us all, so building and sustaining communities.”

“ PETE BRADSHAW
- CITY’S DIRECTOR OF SUSTAINABILITY



CityCommunities

Thank you

