

CITY MATTERS – MINUTES
WEDNESDAY 2ND MARCH 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**

Andrew Gilligan – **Head of Research & Insights**

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

Agenda

- 1) IFX (Integrated Fan Experience)
- 2) Season Ticket Renewals
- 3) AOB
 - Stadium Development
 - 18-25 Allocation
 - AOB

ITEM 1

INTERGRATED FAN EXPERIENCE

TOPIC	SUMMARY
IFX	<p>The Club detailed the overall process and progress of IFX.</p> <p>IFX is every way the Club connects with its fans, through physical, digital, mobile and content methods. The aim is to improve this as a process and a way of operating.</p> <p>The program is driven by the phrase 'integrated'. When it was introduced in November it was in its infancy phase and has now developed further.</p> <p>The further ambition is that all digital/technological aspects of fan experience are integrated, meaning the fans have a smooth process through buying tickets, buying retail, accessing content, visiting the stadium and other experiences the Club offers.</p> <p>The Club outlined the reason for the change is the necessity for fans to have better experiences, and for these to be relevant, effortless and fun.</p> <p>The group are at the phase of the process where staff are looking at how Season Ticket holders can manage their interactions with the Club (online and physically). Some staff are experts in the field (i.e. from ticketing) and some have no knowledge of the specific area, the mix is designed to give varied reviews from different perspectives.</p> <p>City Matters group asked how these issues can be discovered if fans are not part of the process. The Club confirmed that consultation with external groups of fans will be taking place as part of this project.</p> <p>The Club elaborated further on this by explaining that information is already being used from questionnaires and surveys as well as online forums and social media.</p> <p>There are 50 opportunities for improvement in processes that have been identified (such as ticket transfer, ticket exchange,</p>

	<p>cup schemes), some are simple and some are complex changes and all have varied levels and timescales attached to them.</p> <p>City Matters confirmed they have done a report on improvements that can assist with this. The Club advised they are aware of this and will work with the group going forwards.</p> <p>The group want to learn how they can positively impact IFX and would like to be involved earlier in the next phase(s) if possible. Questioned whether that could be a 4th sub group. The Club are receptive to this idea and will work with the group around matchday experiences.</p> <p>City Matters group asked how the sectors are prioritised by the Club when working on IFX. The Club advised that this takes place in the infancy phase but based on feedback from fans and staff.</p> <p>The Club explained that overall this is a long term journey to create improvements for fans by taking a new approach. The City Matters group said they believe this will be good for fans and is seen as a positive.</p>
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ITEM 2

RENEWALS

TOPIC	SUMMARY
Renewals	<p>The Club outlined the timeline for the renewals for the 22/23 season, including end of season fixtures and potential fixtures.</p> <p>The Club also outlined the work undertaken on cleansing data and ticket types and distribution methods for tickets.</p> <p>The information outlined also included information on deferrals and relocations, particularly deferred fans and how we can communicate appropriately to ensure their experience of renewal is as smooth as possible.</p>

	<p>The process of renewals will be phased by stand to ensure the volume of traffic is manageable and provide the best service possible for fans.</p> <p>City Matters recommended that the mobile tickets update once a renewal takes place to reassure fans along with a confirmation email that they have renewed. The Club will be into this.</p> <p>City Matters also believes that the fixture on the mobile ticket should stay on for clarity purposes. Club confirmed that the turnstiles recognise active tickets regardless of the fixture displayed.</p> <p>Furthermore, the group asked the Club to take extra care with deferred fans, the Club confirmed the number of fans this was, the group asked for clear communication to this group. The Club reaffirmed its commitment to supporting these fans through this process.</p>
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ITEM 3

AOB

TOPIC	SUMMARY
Retail	<p>The Club outlined the retail journey from the start of the season to this point. At the start of the season the Club experienced a delay in distribution caused by a supply chain issues, an experience replicated across the country.</p> <p>Delivery time has now been reduced to 2-3 days and 1-2 days for express delivery as well as the stock issues being fixed.</p>

Arena	The Club talked through the plans for the CO-OP Live Arena, which is on track for completion in 2023. The Club is working with TFGM regarding logistics to ensure the fan experience on matchday is not negatively impacted.
Stadium Developments	<p>The Club asked for any reports of issues in the stadium (facilities) to be sent over by the group as these were raised in the meeting.</p> <p>The Club is also working on plans to develop the ticket office in the North Stand and will share more details with City Matters later this season.</p>