

## City Matters Full-group Meeting (5 of 5)

### Thursday 12<sup>th</sup> June 2025

### 2024/25 Season

#### City Matters Representatives present

Name	Role
Michael Ash	Over 65s Representative
Samantha Gill	Seasonal Hospitality Representative
Lee Broadstock	LGBTQ+ Representative (New Chair for 2025/26)
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

#### City Matters New Representatives (observers)

Name	Role
Sam Roberts-Newton	Under 25s Representative
Rachel Bancroft	Women's Representative
Asim Rahman	Asian & Mixed Heritage Representative
Lee Barber	Families Representative
Jahmal Williams-Thomas	Black & Mixed Heritage 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
Amelia Carter	Fan Engagement Executive

#### Guest Speakers

Name	Role
Dylan Barry	Head of Product – Hospitality
Andy Grimes	Project and Commercial Planning Manager
Jeremy Maxton	Director of Experience – Entertainment District

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## Agenda

1. **Museum Experience**
  2. **Feedback on North Stand Topics from 28<sup>th</sup> May 2025 Meeting**
  3. **2025/26 Season Ticket Update**
  4. **Match Ticket Sales and Prices for 2025/26 Season**
  5. **AOB**
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### **Museum Experience**

As part of the North Stand expansion and the development of the entertainment destination, which includes exciting additions such as a new City Store, revamped City Square, enhanced food and beverage options, and a hotel, the Club is also creating a new Manchester City Museum.

The Club outlined that rather than taking the form of a traditional museum, this will be an interactive experience designed to tell the story of the Club in an engaging and dynamic way. The aim is to appeal to a wide range of audiences, from younger to older generational fans, first-time visitors, as well as long standing Season Ticket Members.

Instead of following a chronological timeline, the museum will be curated thematically to bring the Club's history to life through stories and moments. This approach is intended to create an experience that can be enjoyed by all ages together, for example, grandchildren discovering the Club's legacy alongside their grandparents who may be remembering the moments they were there for in the Club's history.

The Club shared CGI visuals with City Matters and went through the proposed layout of the museum room by room. The Club sought feedback from City Matters and expressed a desire for ongoing collaboration in gathering meaningful artefacts and compelling fan stories. To support this, the Club plans to establish a dedicated museum sub-group in the coming months to explore these ideas in more detail.

City Matters raised questions about the museum's accessibility, particularly in relation to visitors with sensory needs. The Club reassured City Matters that their Accessibility Team has been actively involved in the museum project from the outset to ensure these considerations are fully addressed.

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### **Feedback on North Stand Topics from 28<sup>th</sup> May 2025 Meeting**

Following an extraordinary meeting in May, the Club provided City Matters with the opportunity to share any reflections they had since. The Club outlined the latest proposals, but due to the confidential nature of this information and the fact that it is to be finalised, it was agreed between the Club and City Matters that it will not be included in the minutes.

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### **2025/26 Season Ticket Update**

The Club provided an update on the recent Season Ticket renewal process and shared key data and insights:

- **Additional Season Tickets:** 500 additional new Season Tickets were made available for the 2025/26 Season, in addition to new season tickets released to backfill non-renewed seats.

- 547 Flexi Gold Season Ticket Members attended 16+ matches in the 2024/25 season, and were offered the opportunity to move to a Gold/Platinum Season Ticket or remain a Flexi Gold Season Ticket Member:
  - 119 chose to remain as a Flexi Gold Season Ticket Member.
  - 428 moved to Gold/Platinum.
- There are now 2,400 Flexi Gold Season Ticket Members, an increase of 1,200.
- In addition, there are currently 110 Value Gold and 10,500 Platinum Season Ticket Members.

The Club was focused on increasing the number of Junior Season Ticket Members for the 2025/26 Season and shared data on the Junior Pull-Through and Junior Cityzens Member sales windows:

- 240 new Junior Season Ticket Members joined via the junior pull through initiative.
- 1,300 new Season Tickets were sold to Cityzens Matchday and Junior Members (who had a purchase history of 12+ matches for adults and 8+ for juniors during the 2024/25 Season).
- Overall, the Club sold over 500 new Season Tickets to juniors.

As a result, over one-third of new Season Ticket Members are under 18.

The Club noted that the Junior Pull-Through process often involves relocating seats to ensure juniors (under 14) can be seated with their accompanying adult. To make this process as seamless as possible, relocations are handled over the phone.

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## **Match Ticket Sales and Prices for 2025/26 Season**

The Club started this agenda item by reflecting on the journey throughout the season, and the number of ticketing-related changes which have been made as a direct result of City Matters' feedback. This includes a Season Ticket price freeze, the evolution of the Flexi-Gold Season Ticket subscription fee into a deposit system, and the release of new Season Tickets.

The Club thanked City Matters for their support during this time and outlined the matchday pricing principles which had been established as a result of their feedback:

- The vast majority of match-by-match ticket prices are being reduced. No ticket will increase in price.
- No Member price above £60.
  - Lowest Adult Member price £30. Highest Adult Member price £60.
  - Lowest Junior Member price £15. Highest Junior Member price £30.
  - For adults, the lowest category matches will range between £30 and £50, depending on seat location, while the highest category matches will be between £40 and £60.
- These prices represent a reduction compared to last season. By way of an example, for the Manchester Derby, the lowest-priced adult tickets have been reduced by 43%, while the highest-priced tickets have been reduced by 22%.
- The Club may reduce prices for a Premier League match, should it move due to the Club's ongoing participation in cup competitions. Under no circumstances will the price of a Premier League general admission ticket increase during the season.

The Club shared an overview of pricing changes for the 2025/26 Season, highlighting adjustments based on seating location and game categories. Additionally, the Club has simplified the overall pricing structure, now categorising fixtures into just three categories, Category A, B, and C, removing the previous Category D to make pricing clearer and more straightforward. City Matters welcomed these changes, stating that they will help make attending matches more financially accessible, particularly for families who wish to experience games together.

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## **AOB**

City Matters raised concerns about ongoing misconceptions in the media suggesting that Official Supporters Clubs (OSCs) are exempt from the 10-match attendance policy. The Club confirmed that this policy applies equally to all supporters, including members of OSCs, and no agreement between the Club or OSC has been made. This was seconded by the City Matters' Official Supporters Club Representative.

City Matters asked for clarification on whether the Club had received a letter from a legal firm in relation to the 10-game attendance policy, a copy of which City Matters had received. The Club acknowledged receipt of a letter, and reminded City Matters that the policy has a clear list of exemptions.

City Matters also inquired about the White Ribbon Campaign, which was trialled by a few Premier League clubs last year. This campaign focuses on raising awareness around violence against women and girls and highlights the importance of male allyship in addressing these issues. The Club informed City Matters that they are already engaged in conversations with Manchester City Council in relation to its Women's Night-time Safety Charter, and that they will look into the White Ribbon initiative.

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## **City Matters Update**

Finally, both the Club and City Matters extended their sincere thanks to the four outgoing fan representatives, Alex Howell (Under 25s and Chair), Daniel Bowdler (Families), Jayne Comer (Women's), and Mohammed Ullah (Black, Asian & Mixed Heritage), for their dedicated contributions over the past four seasons.

The group formally welcomes five new representatives, Sam Roberts-Newton (Under 25s), Rachel Bancroft (Women's), Asim Rahman (Asian & Mixed Heritage), Lee Barber (Families) and Jahmal Williams-Thomas (Black & Mixed Heritage).

The Club acknowledged the group's elected new Chair for the 2025/26 Season Lee Broadstock, with Kevin Parker also voted as Vice Chair for the coming season.