

City Matters Full-group Meeting (2 of 5)

Monday 16th December 2024

2024/25 Season

City Matters Representatives present

Name	Role
Michael Ash	Over 65s Representative
Angela Worrall	Season Ticket Members Representative
Lee Broadstock	LGBTQ+ Representative
Daniel Bowdler	Families Representative
Alex Howell	Under 25s Representative (Chair) (Online)
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)

Apologies – City Matters Representatives

Name	Title
Samantha Gill	Seasonal Hospitality Representative

Manchester City Representatives present

Name	Role
Danny Wilson	Managing Director – Manchester City Operations & Nominated Board Level Official for Fan Engagement
Jonathan Lingham	Director of Commercial & Fan Support
Heather Leigh	Director of Product
Elliot Ward	Director of Corporate and Commercial Communications
Serena Gosling	Director of Integrated Fan Experience and Retail & Licensing
Andrew Gilligan	Director of FX Analytics and Insights (Online)
Kate Dempster	Equality & Inclusion
Francine Warburton	Head of Fan Support
Amelia Carter	Fan Engagement Executive
Chris Coram	System Product Manager
Jo Becker	Accessibility Lead
Michael B	Ticket Compliance Manager
Kyra Clarke	EDI Executive
Scott Williams	Head of Product - Ticketing
Josh Hore	Head of Product - Membership
Derek Harvie	Head of Fan Technology Solution Design (Online)
Rachael Lomax	Head of Fan Journey – Matchday Experience
Andy Roberts	Fan Journey Executive
Matthew Williams	Senior Communications Manager

Guest Speakers

Name	Role
Carl Capewell	Head of Safety & Security Operations
Clive Wilton	Facilities Director
Adam Elliot	Head of Catering
Rachel Hayward	Senior Travel & Transport Manager

Agenda

1. Introduction
2. City Matters Item – Governance
3. City Matters Item – Travel and Transport
4. Introduction to Manchester City Catering
5. AOB

Introduction

A welcome was given from the Club and a brief introduction of the guest speakers. Before the meeting, some representatives went on an operational stadium tour to see areas of the stadium where they might not usually go to, with the opportunity to ask questions to our Senior Facilities Manager and Accessibility Lead.

City Matters Item – Governance

City Matters highlighted two important aspects of their role as being the level of compliance and credibility they have. City Matters expressed the importance of governance and would like dedicated time each season to be able to talk about this topic.

City Matters raised concerns about the lack of diversity among representatives and collectively supported the Black, Asian and Mixed Heritage role being split into two as part of the recruitment for 2025/26. It was suggested for this to be split into Black & Mixed Heritage and Asian & Mixed Heritage. The Club confirmed it would take this away for further discussion.

The Club assured City Matters that they are committed to continuing work to attract a broader range of candidates for all positions. After showing EDI data on the previous year's recruitment compared to Manchester City's Member and Season Ticket data and the Greater Manchester population, the Club explained the objective for this season's recruitment will centre around diversifying applicants to closer align with demographic data for the Greater Manchester region. The Club explained it is going to do this by expanding the range of different touchpoints and communication tools used. The Club committed to reviewing the proposed approach for 2025/26 following feedback from City Matters.

City Matters shared feedback on the Club's recent statement addressing racial abuse aimed at Kyle Walker. They voiced their view that these incidents also impact the fans, especially those with the

same characteristics, and therefore would like to see a greater emphasis on the wider impact abusive behaviour of this nature has on the wider fan base.

Aspects of governance were brought up in a paper published in the summer by City Matters. The Club confirmed that it is committed to continuing independent elections whereby fans apply for roles, are shortlisted and subsequently take part in a fan vote in order to be elected to join City Matters. This process is outlined in the Club's [Terms of Reference](#). The Club noted that City Matters' Chair is involved in the shortlisting process, along with Club representatives, who all score candidates independently based on set criteria, again outlined in the Terms of Reference. As part of the plans for 2025/26 recruitment, the Club is looking to introduced interviews in which the City Matters Chair will be present. However, some City Matters representatives feel that the current recruitment process is not fully independent. The Club highlighted that it facilitates the recruitment process for Fan Engagement, but the representatives are ultimately fan elected through fan votes.

City Matters also requested to have unlimited observers in attendance at the sub-group meetings. This season the Club introduced an extra member to the sub-groups, increasing from four to five, as well as continuing with an observer position. In response to City Matter's published paper sub-group meeting minutes have also been introduced this season, and are shared amongst the representatives, so all can review what was discussed. The sub-group minutes are produced for representatives only and not shared publicly because in these meetings information is in the early stages of discussion and therefore is not ready for public circulation.

City Matters suggested a working group be established to discuss governance ahead of next season's Fan Engagement Plan and Terms of Reference being produced. As per the current process, the Club will work with City Matters to develop and evolve the Terms of Reference ahead of next season and welcomes the opportunity to discuss the subject of governance more regularly with the full group. City Matters asked if the Club are satisfied if they meet the requirements of the Football Regulator. From the information that is currently available, the Club are satisfied that it complies with the Football Regulator Bill and the Premier League Fan Engagement Standard but will continue to review as more information is shared. The Club is committed to fan engagement and City Matters.

Some representatives explained it can be difficult to reach the audience of their fan groups and that assistance from the Club would be appreciated to help grow their communication channels.

The Club are working on opportunities to increase awareness of City Matters through a matchday drop-in space, programme articles and other initiatives. Any individual representatives who would like support can reach out to the Club directly.

City Matters Item – Travel and Transport

City Matters highlighted concerns around the number of taxis on Ashton New Road on matchdays. The current taxi drop-off location, Edwin Road, works well with Co-op Live events however, it is less successful for a matchday due to the number of cars parking on the roads. The Club explained they are in dialogue with taxi operators to improve this situation by finding an appropriate drop-off location. The Club explained that the City of Manchester has not yet adopted the Community Safety

Accreditation Scheme (CSAS) which gives employees of non-police organisations limited powers such as issuing fixed penalty notices and directing traffic therefore enabling traffic marshals to have more power to move taxis blocking traffic. The Club has recently received approval for a traffic regulation order to allow it to protect certain junctions which the Club believe will reduce the blocking of trams on routes in the vicinity of the stadium. The Club continually works with Transport for Greater Manchester, Manchester City Council and Greater Manchester Police to improve travel and transport on matchdays.

City Matters inquired about the processes in place to address increased footfall and transportation demand resulting from the North Stand expansion. The Club explained that it has internal working groups, and it is also working with external organisations to improve travel and transport operations in the short, medium and long term. In addition, the Club highlighted that while the capacity of the stadium is increasing, the new restaurants, bars and City Square being developed will increase the dwell time of fans arriving at the stadium and staying after a match. Furthermore, when the integrated hotel opens this will accommodate match attending fans who will not need to use local transport before or after the match.

The Club is continuously working with Co-op Live to improve the transport operations on coincident arena and matchdays. This is still relatively new. With different match kick-off times there are different challenges, and as a result learnings are being applied on a match-by-match basis to continually improve. City Matters raised a concern that Official Supporter Club coaches were 'held back' in recent matches and a lack of adequate marshalling for this; the Club said they will look into the marshalling but explained the holdback was due to the concurrent Co-op Live event.

From a safety and security perspective after each match the Club prioritises the movement of supporters leaving the campus on foot before vehicles exiting car parks.

City Matters shared positive feedback on the Matchday Bus Network and suggested a couple of possible changes to the routes to encourage more supporters to use the service. The Club, along with Transport for Greater Manchester (TfGM), regularly review the matchday bus service and are continually looking for improvements. The Club mentioned they are looking into a pre-booking service for the matchday bus and how they are also working with TfGM to create a live tracker.

Introduction to Manchester City Catering

The Club's Facilities Director spoke about Manchester City catering. Firstly, they explained how the catering has recently moved 'in house'. This allows the Club to more easily change and react to fans feedback, as well as undertaking trials of new proposed initiatives.

After positive reviews, the Club is currently expanding the number of E-bars around the stadium and looking at a pre-order food service.

City Matters gave positive feedback on the variety of food vendors around the stadium but expressed that there is limited covered seating space to eat the food, especially outside East Stand Reception. The Club mentioned that there is a review of this as part of the ongoing investment into the stadium.

City Matters highlighted the signage at the concourse food units for the menus can be challenging to read when queuing. The Club appreciates this feedback and understands it can be helpful to know what the menus are at the earliest opportunity, especially if you have dietary requirements or children. The Club will work with City Matters to discuss publishing menus online and in more locations at the stadium. Additionally, City Matters suggested free water refill stations would be a good addition to the stadium.

There was concern that lower counters for supporters with accessibility needs at kiosks are sometimes blocked. The Club said they would investigate this.

AOB

City Matters reiterated their request for Season Ticket prices to be frozen or reduced ahead of next season's renewal and believe the £150 upfront cost of Flexi-Gold Season Tickets should be removed. City Matters also requested that fans should have an option to choose between a Gold or Platinum Season Ticket or a Flexi-Gold Season Ticket. The Club recognises that Flexi-Gold is still a new product and are still learning. City Matters requested to have more meaningful conversations with the Club around ticket pricing and that this would be helpful at an earlier stage.

It was positively highlighted that City Matters and the Club worked together on prices for the upcoming FA Cup tie against Salford City.

City Matters raised incidents of away fans being in home areas at the Feyenoord match and how this can cause some behavioural misconduct between fans. There is particular concern with this happening in the family stand. Another example raised was Manchester United fans being in the Kits hospitality section at the match on Sunday 15th December. City Matters explained these incidences have increased concerns amongst fans around the upcoming FA-Cup game against Salford City. The Club outlined that it has introduced a series of measures to reduce the risk of this happening, including adding additional ticketing criteria and working with external organisations such as Greater Manchester Police.

City Matters asked the Club to publish the breakdown of away ticketing in a prominent location, as well as undertake a similar exercise on a match-by-match basis with the specific number allocated to each group.

. In meeting minutes from 11th August 2018, the breakdown was published as Season Ticket Members and Cityzens Matchday Members 60%; Supporter Clubs 20%; Seasonal Hospitality members 15%; Internal 5%. In December 2018 City Matters worked with the Club to launch the 18-25 allocation for the 2019/20 Season This allocation is 5% from within the Season Ticket Member and Matchday Member allocation. The Club have taken an action to review away ticket information. On the topic of away matches, City Matters addressed their concern and the concerns of the fan base more widely of fans of other Clubs in the City area as a growing area of concern, especially wearing non-Manchester City shirts. The Club acknowledged this and confirmed the tickets were from the Clubs own allocation and agreed that fans should not be wearing shirts other than Manchester City.

City Matters shared positive feedback on being able to transfer tickets up to kick-off and put tickets on Ticket Exchange up to six hours before kick-off; City Matters reflected on this being a positive change that they have worked on with the Club.
