



**MANCHESTER CITY**

# **FAN ENGAGEMENT PLAN**

**2023/24 SEASON**

# MANCHESTER CITY'S FAN ENGAGEMENT PLAN FOR THE 2023/24 SEASON.

---

This plan details the aims and objectives of the Club's formal fan engagement network, City Matters and introduces the areas and initiatives that the Club will consult its fans on over the course of the season.



## OUR FAN ENGAGEMENT PROGRAMME:

City Matters exists to provide a structured forum for Manchester City fans to engage with senior Club representatives in a constructive manner, in an environment where ideas and feedback can be shared and discussed, relating to topics which directly impact the fan experience.

Alongside this, it provides fans with an opportunity to influence new initiatives which are introduced at the Club as well as reviewing and developing existing initiatives.

City Matters is also used as a platform for the club to share information about wider Club strategy and ongoing projects with its fans.

### **Specifically, the aims of the network can be summarised as follows:**

- To set up a constructive communication channel between Manchester City and its fans
- To provide Manchester City with a platform to discuss new ideas with fans and seek their feedback on new initiatives
- To give fans the opportunity to present new ideas and suggestions directly to Manchester City

## OUR PLAN FOR THE 2023/24 SEASON:

The full group of City Matters fan representatives will meet with senior Club representatives four times per season.

**At each of the full-group meetings the format will be as follows:**

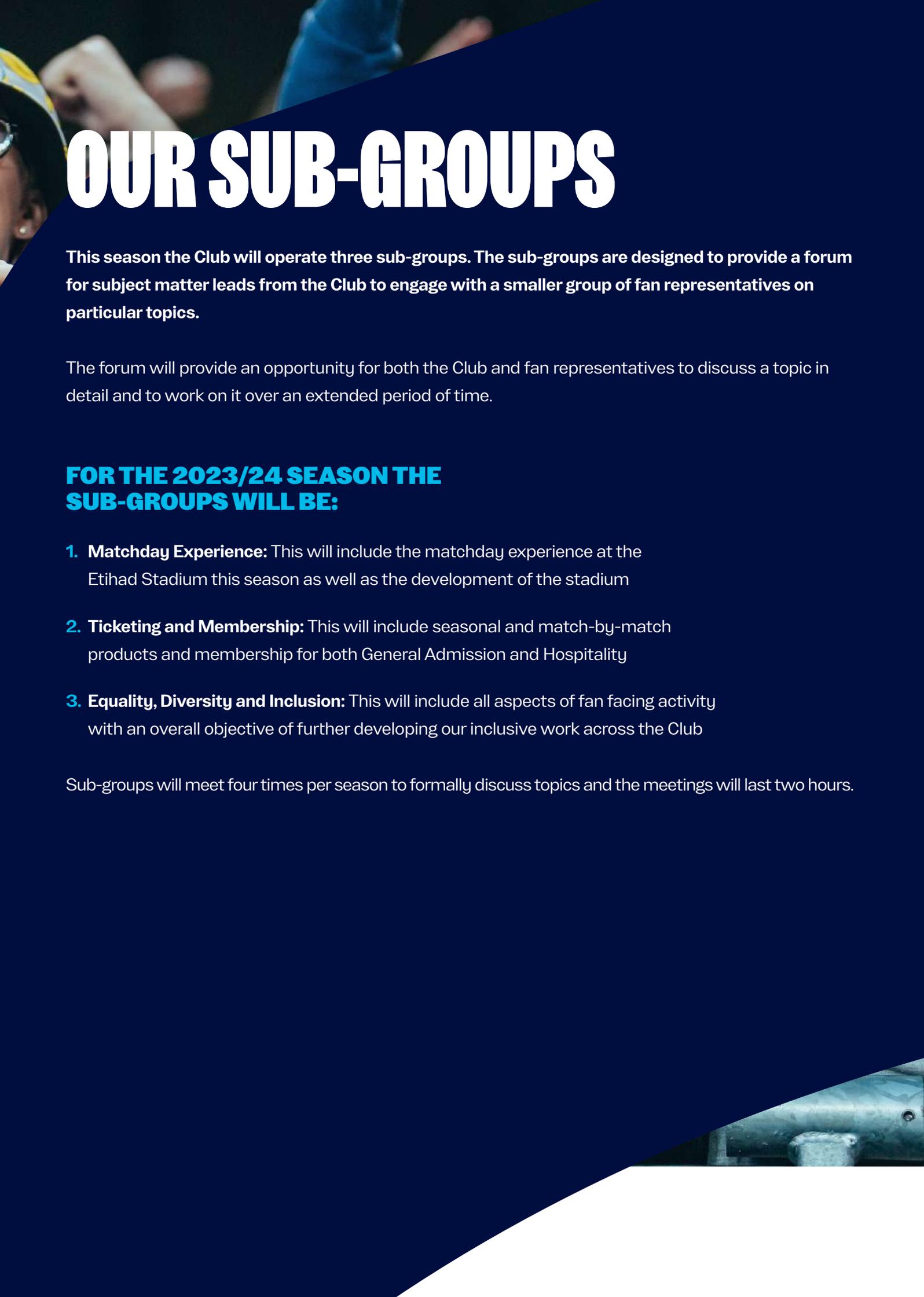
1. Organisation updates
2. Main discussion item tabled by the Club\*
3. Sub-group meeting updates
4. AOB

**\*Items for discussion at full-group meetings will include:**

- The Club's vision and objectives
- Club business performance updates (Annual Report)
- Operational matchday issues of concern to fans
- Any proposals relating to Club heritage
- Etihad Stadium development works
- City in the Community
- Equality, diversity and inclusion commitments

Both the City Matters representatives and the Club will also have the opportunity to table different agenda items throughout the football season. This will ensure that both the Club and fan representatives are able to remain flexible and address new topics as they arise.





# OUR SUB-GROUPS

This season the Club will operate three sub-groups. The sub-groups are designed to provide a forum for subject matter leads from the Club to engage with a smaller group of fan representatives on particular topics.

The forum will provide an opportunity for both the Club and fan representatives to discuss a topic in detail and to work on it over an extended period of time.

## FOR THE 2023/24 SEASON THE SUB-GROUPS WILL BE:

- 1. Matchday Experience:** This will include the matchday experience at the Etihad Stadium this season as well as the development of the stadium
- 2. Ticketing and Membership:** This will include seasonal and match-by-match products and membership for both General Admission and Hospitality
- 3. Equality, Diversity and Inclusion:** This will include all aspects of fan facing activity with an overall objective of further developing our inclusive work across the Club

Sub-groups will meet four times per season to formally discuss topics and the meetings will last two hours.



# MEETING SCHEDULE 2023/24

## FULL-GROUP MEETINGS:

12 October 2023 | 14 December 2023 | 14 March 2024 | 16 May 2024

\*Subject to fixtures, dates may change within the scheduled month.



## CLUB REPRESENTATIVES:

### **DANNY WILSON**

Managing Director – Manchester City Operations  
Nominated Board Level Official for  
Fan Engagement

---

### **HEATHER LEIGH**

Director of Product

---

### **JONATHAN LINGHAM**

Director of Commercial and Fan Support

---

### **HANNAH WHIPDAY**

Fan Operations and Success Manager

### **SERENA GOSLING**

Director of Integrated Fan Experience  
and Retail & Licensing

---

### **JUSTIN BRETT**

Equality and Inclusion Lead

---

### **FRAN WARBURTON**

Head of Fan Support

---

### **ELLIOT WARD**

Head of Corporate Communications

## FAN REPRESENTATIVES:

### **SIMON WALKER**

Seasonal Hospitality Representative

---

### **MARK TODD**

Disabled Fans Representative

---

### **MOHAMMED ULLAH**

Black, Asian or of Mixed Heritage  
Representative

---

### **MICHAEL ASH**

Over 65's Representative

---

### **DANIEL BOWDLER**

Families Representative

### **JAYNE COMER**

Women's Representative

---

### **ANGELA WORRALL**

Season Ticket Members Representative

---

### **ALEX HOWELL**

Under 25's Representative

---

### **KEVIN PARKER**

Official Supporters Club Representative

---

### **TO BE APPOINTED**

LGBTQ+ Representative

You can read more about City Matters' fan representatives by viewing their individual profiles on the Club's dedicated City Matters website page [here](#).

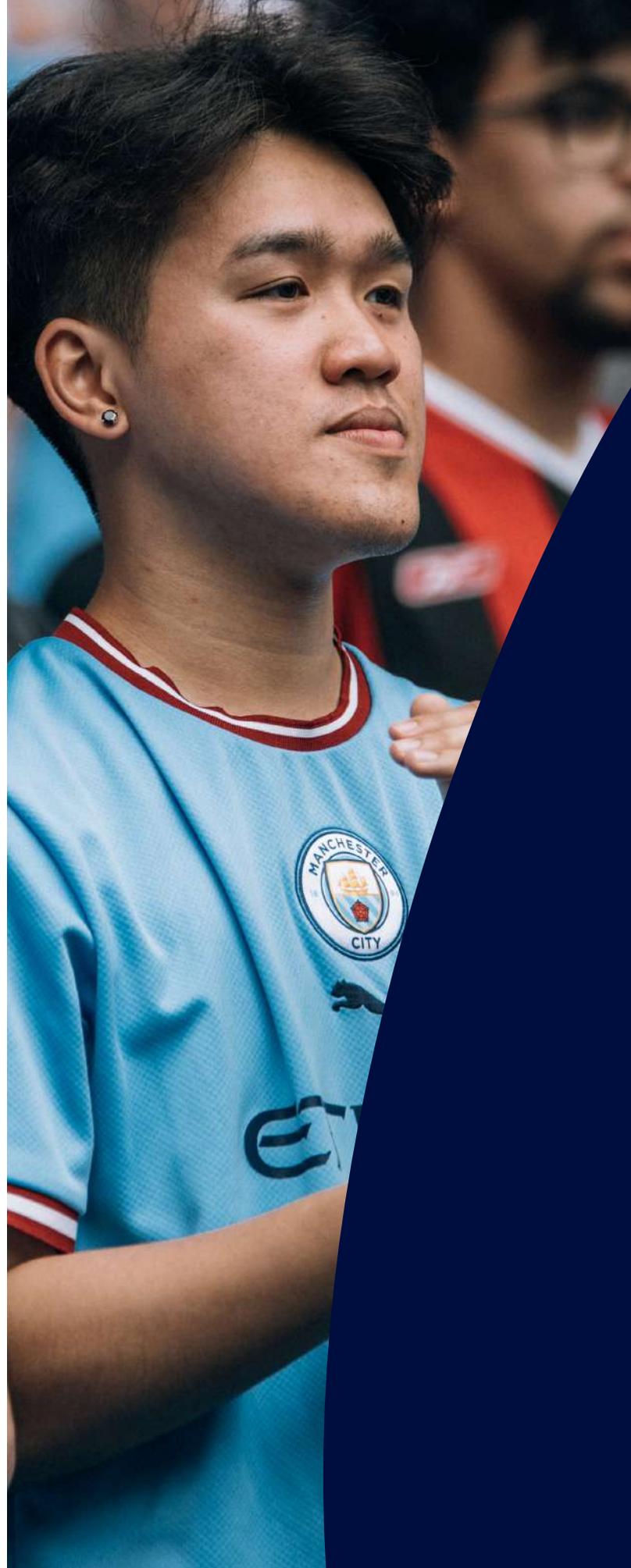
## REVIEW AND REPORTING:

Minutes will be recorded for each sub-group meeting and each full-group meeting. Sub-group meetings will have actions documented and updates will be shared with respective sub-group members in between meetings.

The minutes from each full-group meeting will be published on the Club's dedicated City Matters website page no later than one week following the full-group meeting.

At the end of each football season, the Club will produce an annual summary detailing the progress and achievements that have been delivered through the Club's formal fan engagement programme.

The Club will publish its Terms of Reference for City Matters detailing its functions and responsibilities on an annual basis.



# OUR COMMITMENT TO WIDER ENGAGEMENT

Over the course of each season the Club will engage with fans and keep them up to date in a number of ways.

In addition to meetings with City Matters the Club will:

- Attend meetings and events with Official Supporters Clubs
- Conduct fan experience surveys to gather feedback
- Share news and important information via direct email, the official Club newsletter and wider Club content channels and platforms
- Attend meetings with other recognised supporters' associations/groups
- Maintain dialogue and attend meetings with local community groups
- Respond and engage with fans on a one-to-one basis via its dedicated Fan Support team and the Club's Hospitality account managers

## SUPPORTER CHARTER:

The Club's Supporter Charter contains a wide range of information about the Club and its policies as they relate to fans and the matchday, including:

- Matchday information
- Ticketing
- Sanctions and Bans policy
- Access and Safeguarding
- Equality and Diversity
- Complaints
- Club contact details

You can read the full Supporter Charter by clicking [here](#).

