

**CITY MATTERS MINUTES
THURSDAY 21ST APRIL 2022**

Attendees

City Matters Representatives Present

Kevin Parker – **Official Supporters Club Representative**
Francesca Lever – **LGBTQ Representative**
Colin Savage – **Seasoncard Holders Representative**
Mark Todd - **Disabled Supporters Representative**
Daniel Bowden – **Families and Young People Representative**
Simon Walker - **Seasonal Hospitality Representative**
Mohammed Ullah – **Black, Asian or of Mixed Heritage Representative**
Patricia Robinson – **Over 65's Representative**
Jayne Comer – **Female Representative**
Alex Howell – **Under 25's Representative**

Club Representatives Present

Danny Wilson – **Managing Director**, Manchester City Operations
Heather Leigh – **Marketing Director**, Manchester City
Elliot Ward – **Head of Corporate Communications**, Manchester City
Victoria Wilson – **Service Coordinator**, Manchester City

Apologies

Roel de Vries – **Group Chief Operating Officer**, Manchester City

Agenda

Ticketing and Hospitality

- Season Ticket Pricing 22/23 (subject to final confirmation)
- New East Level 2 Bar
- New South Stand Concourse Bar

AOB

- 93:30 Event Update
- Women's FA Cup Semi Final (Travel)
- Real Madrid vs Manchester City – Ticket allocation
- Sanctions and Bans – Future Meeting Plans
- City Matters Governance

ITEM 1

Ticketing and Hospitality

TOPIC	SUMMARY
Season Ticket Pricing 22/23	<p>The Club outlined the steps taken to determine their overall pricing and Season Ticket packages for the 2022/23 season. This included a prize freeze on Value Gold Season Tickets (£299), the introduction of a new silver package (approx. 40% discount of the proposed gold price), guaranteed refunds for the Ticket Exchange and a change to timeframes for supporters to list their seats (x3 weeks rather than x1).</p> <p>City Matters asked for further clarification on the 'Silver Package' Season Ticket and what this entails. The Club explained that this product will be limited in numbers similar to Value Gold, and supporters will be able to keep their seat should they wish to change their package type.</p> <p>The Club furthered this discussion by explaining that supporters who purchase the Silver Package will be granted x10 loyalty points per game and will have access to purchase away fixtures depending on associated loyalty points and ticketing criteria. This opened a wider discussion regarding loyalty points and the Club commits to working with members of the Ticketing Subgroup to discuss this matter.</p> <p>The Club detailed the pricing structure which includes an average increase of 3% stadium wide (GA areas only) confirming that the</p>

	<p>cheapest Season Ticket after Value Gold will be £325. Some Hospitality suites will see an average increase of 5%. Furthermore, the Club presented the timeline for renewals and relocates, focussing on relocation for those impacted by stadium works.</p> <p>City matters questioned whether the Club could include the Direct Debit pricing structure and breakdown as part of the renewals journey to show the monthly cost. The Club confirmed that this is something they are looking into and would try to factor into renewals.</p> <p>Members of City Matters also made various suggestions regarding the future of the 'Silver Package' with emphasis on allowing people to purchase this product as their first Season Ticket. This would be a bridge between a Matchday Cityzen Membership and a 'full' Season Ticket.</p> <p>The Club confirmed that they would consider this option when building new packages for future seasons.</p> <p>Overall, the price increase was not welcomed by the group however City Matters understand that the planned price increase will be implemented for the 2022/23 season.</p> <p>The Club also agreed to assign a lead from City Matters and a lead from the Club to discuss loyalty points and formulate ideas and an action plan.</p>
<p>East Level 2 Bar</p>	<p>The Club explained their decision with regards to Stadium Developments to build a new East Level 2 Bar. It was outlined that we currently have Hospitality areas ranging from 93:20 to the Managers Corner that are selling extremely well and have done so since their release. Research shows there is demand for the Level 2 Bar on both a seasonal and match by match basis which has led to its development.</p> <p>The structure of the bar and its package was then presented to City Matters with it being described as 'Joe's Bar' on the opposite side of the East Stand. The bar will contain 330 seats across Blocks 202 and 204, with the Adult price at £1750 with concessionary rates available.</p> <p>City Matters posed the question of how much the concessionary rate would be for the East Level 2 Bar, and the Club confirmed that this is £950.</p> <p>The Club continued by outlining their plans for those supporters impacted by the Stadium Development. The Club will have a dedicated team of 4 experienced individuals from Supporter Services who will manage the process from beginning to end.</p>

	<p>Impacted supporters will be given a price freeze for x2 seasons. The Club reiterates their focus is on relocating the supporters with patience and understanding. City Matters were pleased with this commitment from the Club and reiterated it was very important to them.</p>
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ITEM 2

AOB

TOPIC	SUMMARY
93:20 Event Update	<p>The Club provided an overview for those who were not present in the most recent Ticketing Sub-Group meeting, detailing the ballot process and the allocations of tickets available. Details of the VIP event were explained along with the planned unveiling of Sergio's statue.</p>
Women's FA Cup Semi Final Travel	<p>The Club acknowledged the disappointment of fans regarding the organisation of transport for the Women's FA Cup Semi Final.</p> <p>The Club committed to organising an initial call with the Women's OSC to reintroduce meetings with MCWFC management.</p>
Real Madrid vs Manchester City – Ticketing allocation	<p>The Club confirmed that they have received an allocation of 1 800 tickets, which is approximately 3% for the Champions League Semi-Final</p> <p>Aligned to this, the Club have reduced Real Madrid's ticket allocation for our home fixture.</p> <p>The Club also committed to a charter flight to Real Madrid regardless of how many passengers are booked on to this.</p>

Sanctions and Bans

The Club outlined their new strategy regarding sanctions and bans. The new model consists of a sanction panel who will hear extreme cases eg, Racism. Further to this, an appeal panel will also be introduced for fans who would like to challenge sanctions that have been applied to them.

A meeting regarding this topic will be organised with members of our Safety and Security team.

City Matters Governance

The Club detailed their new proposal for City Matters Governance.

This will consist of elections taking place every x2 seasons and the Chair will be elected on alternate seasons to the main elections. There will be a maximum term of 6 seasons for each representative.

City Matters responded by suggesting a discussion is had regarding those representatives that step down and how they can continue to engage with the Club.

The Club welcome this idea and it is agreed by all that the expertise of those who have served on City Matters should not be lost.