

City Matters Full-group Meeting (3 of 6)

Monday 2nd February 2026

2025/26 Season

City Matters Representatives present

Name	Role
Michael Ash	Over 65s Representative
Samantha Gill	Seasonal Hospitality Representative
Lee Broadstock	LGBTQ+ Representative (Chair)
Lee Barber	Families Representative
Sam Roberts-Newton	Under 25s Representative
Rachel Bancroft	Women's Representative
Asim Rahman	Asian & Mixed Heritage Representative
Jahmal Williams-Thomas	Black & Mixed Heritage Representative
Howard Cohen	Disabled Fans Representative
Brian Worrall	Cityzen Matchday Member Representative
Angela Worrall	Season Ticket Members Representative
Kevin Parker	Official Supporters Club Representative (Vice Chair)

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
Kate Dempster	Director of Equality, Diversity & Engagement
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
Carly Briggs	Fan Engagement Graduate
Mike Broadbent	Ticket Compliance Manager
Luke McDonnell	Director of Safety & Security
Carl Capewell	Head of Safety & Security Operations and Events

Agenda

- City Matters Representative Items
- Galatasaray Post Match Overview
- Season Tickets 26/27 Representative Input
- Season Ticket Utilisation - 2025/26 Update
- Season Ticket Renewal Operational Process
- AOB

City Matters Representative Items

- **Social Media and Club Communications**

City Matters representatives raised questions regarding the Club's use of social media platforms, particularly the reliance on X for operational and matchday communications. The Club confirmed that X remains the primary channel for real-time updates, in line with industry practice, while platforms such as Instagram and TikTok are used more for entertainment and storytelling. The Club also outlined that it is not solely reliant upon any particular channel for communicating key operational information to fans, and is continuously looking to introduce new ways to evolve its communications, including the recently launched WhatsApp channel for fans attending European away matches.

- **North Stand Timelines**

Representatives requested an update on progress with the North Stand development and clarity on what activity may take place during the current season. The Club confirmed that the expansion of the North Stand Level Two remains on schedule for completion later in the 2025/26 season. Test events will be required before the new seats open, and fans impacted by City Hall will be prioritised to view seats and facilities as soon as it is safe and accessible.

The Club confirmed that communications regarding new hospitality areas would be issued shortly, with affected supporters contacted in advance following previous feedback from City Matters representatives.

- **Permanent City Matters Matchday Location**

City Matters representatives highlighted the success of recent matchday drop-ins and requested a more permanent, visible location on matchdays to improve fan engagement. The Club confirmed it would explore identifying a consistent matchday space for City Matters, including potential post-match use.

Galatasaray Post Match Overview

The Club provided a detailed overview of the ticketing, safety and operational approach for the UEFA Champions League fixture against Galatasaray, which was classified as high-risk following consultation with Greater Manchester Police, UEFA and other partners. Stringent ticketing criteria were implemented across general admission, hospitality and official resellers to minimise the risk of away supporters in home areas, with safety prioritised over ticket sales. Post match, the Club investigated where away fans in home areas sourced their tickets. 85% were found to have come from qualifying Cityzens Matchday Members, 12% from Season Ticket Members and 3% from UEFA's allocation. On closer investigation, of these source accounts, the Club was able to identify and suspend 253 accounts for misuse of the tickets purchased.

Additional measures included ID-based ticket collection, heightened ticketing criteria and enhanced communications to ticket buyers regarding responsibility for ticket use. While these measures reduced the pool of eligible buyers, the Club emphasised that fan safety remained the top priority. Matchday operations included increased police and steward presence and dedicated quick response teams. All incidents were managed in line with agreed protocols with impacts minimised where possible.

As well as outlining the positive steps taken to reduce the risk of away fans in home areas, and the way the Club dealt with those that managed to access these areas, the Club highlighted that misconceptions have influenced opinions. The Club showed a number of social media posts where fans were accused of being away supporters simply because of their appearance or religion.

City Matters representatives thanked the Club for its clear focus on fan safety and for reinforcing the importance of ensuring all supporters and staff feel safe, welcome, and respected at matches.

Season Tickets 26/27 Representative Input

City Matters representatives presented their collective feedback on season tickets and pricing for the 2026/27 season, emphasising the importance of a sustainable, long-term approach that recognises the ongoing cost of living pressures faced by supporters. Representatives confirmed their support for a Football Supporters' Association position calling for a two-year price freeze and welcomed the earlier timing of discussions compared with previous seasons. The Club shared a broad overview of context around matchday revenue, investment into the Club, and operating costs, highlighting the breadth of factors which influence the decision-making. The Club also highlighted that matchday income remains the lowest among some of the top football Clubs across the Premier League and in Europe.

Discussion focused on the Flexi Season Ticket, with representatives acknowledging improvements but noted that negative perceptions persist. Flexi Season Ticket has the highest satisfaction score of all our season tickets. Views were shared on whether clearer positioning could help communicate Flexi Season Ticket as an entry-level or gateway product. The Club confirmed it

would review how the product is defined and communicated, particularly in the context of the additional season tickets which will be released for 2026/27 Season in the expanded stadium.

Representatives also raised points around progression pathways, use of cup matches to qualify for a season ticket, and the balance between flexibility and fairness. The Club confirmed that Cup matches are included in the qualifying criteria for season tickets.

Season Ticket Utilisation - 2025/26 Update

The Club provided an update on season ticket utilisation following 12 home Premier League matches. The vast majority of Season Ticket Members remain compliant, with no-show rates reduced compared with previous seasons.

Fan Support has handled a number of queries regarding attendance requirements and exemptions, all reviewed on a case-by-case basis using consistent criteria. It was confirmed that exemptions continue to be reviewed, including seasonal and one-off exemptions for circumstances beyond a supporter's control. Representatives asked about consistency and transparency in decision-making, and the Club confirmed that a dedicated team oversees all cases. The potential development of a supporter-facing dashboard to track attendance and compliance was discussed, with the Club confirming this is under consideration with the technology team.

City Matters raised concerns around the complexity of the current ticket transfer process. Representatives emphasised the negative perceptions around transferring a ticket; including that the need for recipients to create accounts and be added via the non-member nomination process, can deter supporters from passing tickets on, even where they would want to ensure a ticket is used.

City Matters representatives highlighted the importance of placing greater accountability on the original ticket buyer, while also making it significantly easier for Season Ticket Members to bring a friend or trusted person with them. In particular, representatives reiterated that allowing Season Ticket Members to transfer tickets directly to other Season Ticket Members would provide a simpler and more trusted route for ticket use, supporting attendance without undermining accountability.

The Club agreed to actively review Ticket Transfer with City Matters and acknowledged the complexity fans are experiencing.

Season Ticket Renewal Operational Process

The Club outlined the proposed operational process for 2026/27 season ticket renewals, including phases for standard renewals, relocations, and new sales. No specific dates were discussed. Particular focus was given to North Stand relocations, with impacted supporters offered priority access and the Club gained feedback from the representatives on their proposals on how to effectively and fairly create a relocation process for fans wanting to relocate into the North Stand. including how to capture preferences, e.g. seats versus rail seating.

Representatives were invited to provide feedback on relocation prioritisation and the role of supporter groups in developing atmosphere. Further discussion was agreed for a future meeting, including mapping of supporter groups across the stadium including considerations such as alcohol-free concourse areas in the Stadium.

While detailed seat availability is not yet finalised, the Club committed to keeping City Matters updated as plans develop.

Any Other Business

City Matters representatives confirmed plans to review ticket points and provide further input via a dedicated paper.

The Club provided a brief update on museum storytelling initiatives which fans can read more about [here](#). Please note, the deadline has now passed for submissions.

Food waste was raised again as an ongoing concern, with the Club reiterating that this remains a complex issue requiring collaboration with local authorities. Fans can read about our sustainability approach [here](#).
