

**City Matters – Minutes
9th March 2023**

Attendees

City Matters representatives present

Simon Walker – **Chair and Seasonal Hospitality Representative**
Mark Todd – **Disabled Fans Representative**
Alex Howell – **Under 25’s Representative**
Daniel Bowdler – **Families Representative**
Kevin Parker – **Official Supporters Club Representative**
Mohammed Ullah – **Black, Asian and Mixed Heritage Representative**
Angela Worrall – **Season Ticket Members Representative**
Jayne Comer – **Women Fans Representative**

Club representatives present

Danny Wilson – **Managing Director, Manchester City Operations**
Jonathan Lingham – **Director of Commercial and Fan Support**
Francine Warburton – **Head of Fan Support**
Hannah Whipday – **Fan Operations & Success Manager**
Elliot Ward – **Head of Corporate Communications**

External

Rachel Brown – **Assistant Director, Deloitte**

Agenda

Concepts for an entertainment destination at the Etihad Stadium:

1. The North Stand – expansion and configuration
2. Integrated facilities – City Square, City Store, Museum, Hotel, Workspace
3. Travel and Transport
4. Job creation and training opportunities
5. Environment and sustainability
6. Other

TOPIC	SUMMARY
Introduction	<p>Club explained the meeting would be dedicated to the Etihad Stadium entertainment destination concept and City Matters’ comments and feedback.</p> <p>As outlined in the agenda, 5 themes would be worked through.</p> <p>Deloitte outlined their role as planning consultants and explained that the feedback gathered would be used alongside the online and in-person questionnaires for any future planning application.</p>

	<p>The Club explained that the conversation we hoped to have would be broader than the expansion of the stand itself, as this proposal would go beyond the matchday. As such, views on the non-matchday experience would also be welcome.</p>
<p>The North Stand – expansion and configuration</p>	<p>The design of the proposed stand was discussed, with the number of additional seats and how the concourse area would be built. The Club were keen to understand the view of City Matters on what types of seating the fans would like to see.</p> <p>The key themes City Matters would like the club to address are: rail seating/attracting young fans/atmosphere/pricing.</p> <p>The future of the family stand was discussed. City Matters questioned whether the family stand would remain in North. The Club explained that the strict guidelines around who could and could not buy seats in this area had been relaxed over recent years.</p> <p>Pricing of family areas and accessibility was raised, and it was noted that the family provision at the Club could evolve into a new offering, not necessarily limited to one stand.</p> <p>The demographic of ‘families’ could be broken down further to specific age brackets for younger people, as an example.</p> <p>More facilities in the North Stand, including prayer rooms was raised.</p> <p>City Matters reps agreed they would like an expanded North Stand to have as many rail seats as possible as it would help to create a great atmosphere within this section. Reps also raised the idea of giving the expanded stand its own identity.</p>
<p>Integrated facilities – City Square, City Store, Museum, Hotel, Workspace</p>	<p>The Club outlined the objectives of the build with the integrated facilities, looking to create an experience that is year-round that could also be used beyond matchdays.</p> <p>City Matters supported the design and concept of the integrated features. Reps felt the hotel would be used by fans from supporter clubs or those from overseas travelling together to be able to stay closer to the stadium.</p> <p>Reps were interested in who would run the hotel and whether this would be a chain. Whilst decisions on any future operator would need to be discussed, the Club confirmed it was unlikely to be a chain hotel.</p> <p>Getting fans in earlier was discussed, with price of F&B raised as a factor. It was agreed that a covered area would definitely help with this, but speed of service and other operational issues would need to be considered.</p>

<p>Travel and Transport</p>	<p>Club explained that it understood transport & travel would be a key area of focus for fans and outlined the initiatives included in the consultation materials.</p> <p>City Matters questioned the proposed plans and were concerned about how fans would travel to and from the stadium given the current challenges with public services. Reps felt that this would be the main concern for fans. Reps said that better public transport was required.</p> <p>A request was made for additional parking to be introduced for blue badge holders who are unable to use public transport.</p> <p>When shuttle buses were raised, the Club was reminded that the OSC operates a very successful coach service for fans. It was agreed that shared learnings could be taken from this.</p> <p>City Matters asked whether the Club were in dialogue with TfGM and other public transport providers. The Club confirmed they were. There was an acknowledgement from both the Club and City Matters that existing services would need to be improved.</p> <p>Club explained that its commitment to Carbon Zero meant that it was focused on identifying transport solutions to move people away from using cars as their preferred method of travel.</p>
<p>Job creation and training opportunities</p>	<p>Opportunities for the local community and casual workers were discussed.</p> <p>Overall, the Club's commitment to the local community was welcomed.</p>
<p>Environment and sustainability</p>	<p>Club spoke about the environmental & sustainable aspects of the project and the objectives around this.</p> <p>It was agreed that the Club's Director of Sustainability should attend a future meeting to discuss the work being delivered in this area.</p>
<p>Other</p>	<p>Club outlined next steps, which would include collating the information from fans and local residents to support any future planning application.</p> <p>City Matters suggested a separate subgroup to discuss the project with a request to be involved in the process. The Club confirmed that this would be actioned if it took the project to planning, and if the planning was subsequently approved.</p>