

## City Matters Full-group Meeting (2 of 6)

**Wednesday 19th November 2025**

**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 (online)	Families Representative
Sam Roberts-Newton	Under 25s Representative
Rachel Bancroft	Women's Representative
Asim Rahman (online)	Asian & Mixed Heritage Representative
Jahmal Williams-Thomas (online)	Black & Mixed Heritage Representative
Howard Cohen	Disabled Fans Representative
Brian Worrall	Cityzen Matchday Member Representative
Angela Worrall (online)	Season Ticket Members Representative
Kevin Parker (online)	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
Jonathan Lingham	Director of Commercial & Fan Support
Kate Dempster	Director of Equality, Diversity & Engagement
Heather Leigh	Director of Product
Scott Williams	Head of Product – Ticketing
Matthew Williams	Senior Communications Manager
Elliot Ward	Head of Corporate Communications
Francine Warburton	Head of Fan Support
Jo Becker	Accessibility Lead
Carly Briggs	Fan Engagement Graduate

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### Agenda

- City Matters Representative Items
- Representative Feedback: North Stand announcement

- Season Ticket Management
  - Representative input: Season Tickets 2026/27
  - AOB
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### **City Matters Representative Items**

The meeting opened with a discussion led by City Matters on building and maintaining trust with supporters. City Matters emphasised the need for balanced representation and for feedback from a wide range of the supporter base to be shared.

City Matters noted ongoing challenges with sections of the fanbase, where they said a culture of mistrust has resulted in some supporters feeling disconnected from the Club. They recommended the Club adopt a more proactive approach to communications. Misunderstandings about City Matters' role have led to perceptions that the network is responsible for Club decisions, sadly resulting recently in online abuse directed towards some representatives. The Club expressed its support for those affected and thanked City Matters for its significant contribution in gathering and presenting fan feedback, which has heavily influenced the Club's decision-making process on a number of matters. Feedback was shared that the Club can be seen to prioritise international fans over local supporters. The Club noted that its on-pitch success and growth have naturally brought a wider audience, but that balancing the needs of local supporters and global fans is essential to maintaining the Club's identity. The Club asked City Matters how it can help ensure local fans continue to feel important. City Matters stressed the importance of maintaining community values, citing the Club's recent Black History Month content with Lemn Sissay as a positive example.

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### **Representative Feedback: North Stand Announcement**

Since the last full-group meeting, the Club has provided an update to fans on the plans for the expanded North Stand, which includes key ticketing information and the introduction of new premium bar spaces. The discussion primarily focused on the proposed premium bar on Level 0, which will require some Season Ticket Members to relocate.

City Matters acknowledged the ambition and benefits of the redevelopment but shared that some fans had felt unsettled by the news, particularly those directly impacted by relocation. Having gathered feedback from impacted fans, Representatives highlighted that while the Club's communication was detailed, its timing and complexity caused confusion for some. They recommended that future communications be more concise and phased, rather than attempting to share all information at once. It was also suggested that the gap between notifying affected fans and publishing the announcement online should have been longer.

Representatives asked when smaller, face-to-face meetings with affected fans will be held to help provide clarity on the options available. The Club noted that in-person conversations will be best timed to coincide with opportunities for fans to visit the expanded North Stand and view alternative seating options. The Club confirmed that its Fan Support team had been proactively engaging with fans and would continue to address individual cases. FAQs have been published to clarify key points and provide ongoing transparency on the announcement.

City Matters enquired about what the relocation process will mean for the cost of Cup Schemes. The Club confirmed that relocated fans will pay their existing Cup Scheme equivalent rate for the next two seasons, even if they move to a more expensive location.

The discussion also addressed misconceptions about new hospitality areas. Representatives observed that fans assume these spaces are formal dining-only; however, the Club clarified that areas such as City Hall and Cross Bar are social bar spaces rather than traditional sit-down lounges. Representatives further noted misconceptions about hospitality ticket holders, emphasising that many lifelong fans use these spaces regularly.

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### **Season Ticket Management**

The Club provided a progress update on the Season Ticket Utilisation Policy, sharing data from the first six matches of the 2025/26 season. Compliance remains high, with 95% of Season Ticket Members managing their tickets in line with policy. Around 0.6% have taken no action for four or more fixtures; where we know these fans may be struggling due to disability or health conditions, or similar circumstances, cases will be assessed individually. The Club confirmed that they were proactively calling some fans who haven't utilised their Season Ticket to check that they are well, and offer additional support if required. The Club addressed that accessibility feedback has been incorporated to improve entrance scanning at accessible turnstiles to ensure that these entrances are consistently operational and that ticket validations are recorded correctly to avoid issues with attendance tracking.

A discussion also took place on ticket transfers, where representatives raised fan feedback around the process and requested greater flexibility to nominate non-member recipients. The Club confirmed that improvements have already been made, including additional nomination windows and clearer Help Centre content. A longer-term aim is to enable rolling nominations throughout the season, though this will depend on future system upgrades. City Matters acknowledged the progress made and encouraged continued work to make the transfer process simpler for all users.

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### **Representative Input: Season Tickets 2026/27**

In this section, the Club invited City Matters to share thoughts on Season Tickets for the 2026/27 Season.

City Matters noted that they had endorsed the Football Supporters' Association campaign calling for a Premier League-wide price freeze on Season Tickets. The Club welcomed the early dialogue and agreed that discussing ticketing and pricing earlier in the season allows for greater transparency and collaboration.

The Club confirmed it is considering a range of factors ahead of future pricing decisions, including the need to balance affordability with sustainability. Representatives requested data on ticketing revenue as a proportion of total Club income, as well as data on matchday operating costs, and asked that this information be shared in future discussions.

It was agreed that City Matters representatives will gather further collective feedback on Season Tickets and related products before reconvening with the Club early in 2026.

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### **Any Other Business**

Representatives praised the success of recent matchday drop-ins at the Co-op Live, which have helped strengthen direct fan engagement on home matchdays, which the Club agreed to continue to coordinate.

City Matters enquired about viagogo, and expressed that an investigation into the organisation was cause for concern. The Club informed City Matters that all the key information can be found in viagogo's statement online, and they remain in open dialogue with the Partner.

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