

Thursday 14th March 2024

City Matters representatives present

Name	Role
Michael Ash	Over 65s
Angela Worrall	Season Ticket Members
Lee Broadstock	LGBTQ+
Daniel Bowdler	Families
Alex Howell	Under 25s (Chair)
Jayne Comer	Women
Mohammed Ullah	Black, Asian or of Mixed Heritage (from 7.15pm)
Kevin Parker	Official Supporters Club
Mark Todd	Disabled Fans Rep

Premier League representatives present

Name	Role
Tommy Guthrie	Head of Fan Engagement
Levi Harris	Senior Fan Engagement Manager

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
Francine Warburton	Head of Fan Support
Chris Coram	System Product Manager
Jo Becker	Accessibility Lead
Scott Williams	Head of Product - Ticketing
Josh Hore	Head of Product - Membership
Derek Harvie	Head of Fan Technology Solution Design
Justin Brett	Equality & Inclusion Lead
Hannah Whipday	Fan Operations & Success Manager
Heather Leigh	Director of Product
Reece Mundy	Fan Communications Executive
Tony Hughes	Journey Analysis Manager
Mike Geary	Chief Executive Officer – City in the Community
Rachel Clarkson	Head of Communications – City in the Community

Apologies

Name	Title
Simon Walker	Seasonal Hospitality
Serena Gosling	Director of Integrated Fan Experience and Retail & Licensing
Rachael Lomax	Head of Fan Journey – Matchday Experience
Elliot Ward	Head of Corporate Communications

Agenda

1. Welcome
 2. Fan Support Service Update
 3. Member Satisfaction and Matchday Experience Update – 2023/24 Season
 4. City in the Community – Mike Geary, Chief Executive Officer – CITC
 5. City Matters Reps Hub – overview and demonstration.
 6. 2024/25 Season Ticket Renewals including Flexi-Gold Season Ticket
 7. City Matters Reps topic – Ticket Points
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Welcome

Danny Wilson, the Nominated Board Official, welcomes City Matters representatives and introduces the Premier League representatives along with City in the Community.

The Club introduced the agenda for the third full meeting of the season which included a standing agenda related to Fan Support levels, current statistics on fan satisfaction and matchday experience throughout the 2023/24 season.

Other agenda items included City in the Community, City Matters and Season Ticket Renewals for the 2024/25 season.

Fan Support Service Update

Fan Support presented data showing a reduction in phone calls and social media engagement, with increased email interactions. Discussion included changes in service and possible improvements which could include a callback option and time until your call will be answered.

City Matters asked what the reduction in the number of phone calls related to. Fan Support explained that with no summer concerts at the Etihad Stadium there were no phone calls for ticket sales and venue queries. Fan Support also explained that they were increased use of the Help Centre.

The Club showcased statistics on Help Centre engagement with 590,000 views during July 2023 – March 2024. The most searched help centre (www.mancity.com/help) topics included:

Guide to my family & friends

How do I download my Cityzens Official Mobile Membership Pass?

Can I purchase tickets online or over the phone?

When will new Season Tickets go on sale?

I want to buy match tickets for friends and family, do I need a membership for each person?

Following the external call centre's move in-house to the Club, Fan Support have been delivering training to the Fan Support team over the last few months to improve the quality of service offered. This training has included topics such as access training to better service our disabled fans, guest speakers from around the Club to develop the team's awareness on other topics around the Club, and customer service training workshops which focussed on 'Great Fan Experience'.

Member Satisfaction and Matchday Experience Update – 2023/24

The Club's Fan Experience & Analytics Insights department (FX-AI) presented an insight into the season so far for Members Satisfaction and Matchday Experience with a comparison to this time last season.

The Club presented survey results that indicated overall satisfaction with matchday experiences but highlighted feedback about ticket pricing and access around the campus. Feedback was given on improvements, including food and drink options in the Etihad Stadium despite the introduction of Ebar and Pre Order & Collect activations City Matters feels this area needs vast improvement.

Food and Drink will be discussed in more detail at the next Matchday Experience Subgroup meeting.

City in the Community

City in the Community's CEO, Mike Geary, discussed initiatives run by the Club's charity, emphasising how it empowers healthier lives through football.

Feedback and questions focused on programme accessibility and expansion of services across City in the Community.

City Matters Representatives are willing to participate in upcoming programmes and to expand their awareness of City in the Community.

LGBTQ+ representation was raised by fan representatives. City in the Community explained that a new programme is being introduced to specifically support the LGBTQ+ community. This is being supported by Nissan, who are the charity's official Equality, Diversity and Inclusion Partner.

In the meeting, the City Matters Representatives discussed Manchester City's new initiative with Andy's Man's Club, which will take place at the Etihad Campus. Ideas were put forward around sharing this type of information with OSC branches who are not Manchester-based, helping to show the opportunities to talk even when you're not at the Etihad Stadium. The Club explained that work is also being done with Manchester based Feel Good Club.

The Club explained that fans can read more about the work City in the Community do and how fans can get involved.

City in the Community have also launched their first annual report which is available on the Club website.

You can find out more about the great work City in the Community do and the initiatives here:

[City in the Community | Manchester City's Official Charity \(mancity.com\)](#)

[Manchester City collaborate with Andy's Man Club to provide free mental health support \(mancity.com\)](#)

February 2024.

[Manchester City's charity releases 2022/23 annual report \(mancity.com\)](#) February 2024.

[Feel Good City: Feel Good Club and City launch new collaboration \(mancity.com\)](#) February 2024.

OUR PROJECTS



HEALTHY PEOPLE

We grow healthy people by putting physical activity and mental wellbeing at the centre of our programmes.

[FIND OUT MORE](#)

HEALTHY FUTURES

We build healthy futures through education and employability pathways.

[FIND OUT MORE](#)

HEALTHY COMMUNITIES

We connect people by creating healthy communities in safe, inclusive environments.

[FIND OUT MORE](#)

City Matters Forum Hub

The Club introduced the City Matters Forum Hub, a platform for internal staff and City Matters reps to streamline communication and information sharing. The Club's investment in this new platform will allow easier and more constructive feedback from City Matter Representatives to senior managers. Reps will be offered one to one sessions to explain how the hub will work.

2024/25 Season Ticket Renewals

The Club outlined plans for season ticket renewals for 2024/25 including pricing and a new Flexi-Gold Season Ticket.

Flexi-Gold is the pay-as-you-go style Season Ticket for fans who want the same guaranteed seat for all home Premier League fixtures, with added flexibility. Simple and convenient, fans can simply 'opt-in' and purchase their ticket three weeks before the respective fixture they do want to attend, removing the need to manage their Season Ticket for the fixtures they can't.

The Club informed the wider group that City Matters' Ticketing & Membership subgroup were briefed in January and February about the new season ticket proposals. Season Ticket pricing for the 2024/25 Season was not discussed in the subgroup meetings.

Following the overview of the ticketing proposals presented by the Club to the full group, some fan representatives expressed severe concern with the Flexi-Gold Season Ticket, with particular reference to the initial membership fee that fans would pay if they selected Flexi Gold compared to a typical season ticket. Given the lack of standard season tickets for sale some fan representatives felt that the product would punish those desperate for a typical season ticket. Fan representatives also noted that

Fan representatives also noted that City Matters had requested in early March that the club reconsider the price for the initial membership fee for Flexi Gold. City Matters further requested a

review of the price for the initial membership fee for Flexi Gold. The Club agreed to do this prior to launch.

The Club also explained its plans to increase the 10-game policy (minimum attendance for Season Ticket Members). The Club consulted with City Matters through the Ticketing & Membership subgroup, prior to making this decision where the Club presented 14 games as the minimum required. In the full group meeting the Club presented the approach of 16 games and explained their reasons for the proposal. As a group we agreed on 14. The change has been introduced to prompt Season Ticket members to use technology such as Ticket Transfer and Ticket Exchange.

Through discussion with the subgroup, changes were made to Ticket Exchange to extend the window to list to 6 hours before kick-off for next season which had been 24 hours before kick-off during the current season.

The Club advised City Matters of the Season Ticket prices for 2024/25 Season at today's meeting. Some City Matters Representatives made it clear that they were against an increase in season ticket prices for 2024/25, especially those close to 10%. City Matters Representatives asked the Club why this was necessary when there had been a surge in commercial broadcast revenues that could have cross subsidised ticket prices. The Club explained that the rise was related to increase operating costs connected to inflation. The Club also explained that Value Gold pricing was retained from 2023/24 and that it continues to offer one of the broadest price ranges in the Premier League. In addition the Club also explained that it would be retaining the 12 games guaranteed refund policy, to help fans to easily secure money back on the Ticket Exchange.

Fan Representatives also shared feedback on the accessibility of technology for those who struggle. The Club are working hard to make positive improvements and changes to online systems so they can be accessed by everyone. The Club explained that phone lines are open 7 days a week for those who prefer to call to renew.

City Matters Representative Topic: Ticket Points

The agenda point was not covered in the meeting and will be covered in the next full group meeting on Thursday 16th May 2024.

Next full-group meeting: Thursday 16th May 2024