

City Matters Full-group Meeting (4 of 5)

Monday 27th May 2026

2025/26 Season

City Matters Representatives present

Name	Role
Michael Ash	Over 65s Representative
Sam Roberts-Newton	Under 25s Representative
Rachel Bancroft	Women's 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)

Apologies

Name	Role
Lee Barber	Families
Samantha Gill	Seasonal Hospitality Representative
Lee Broadstock	LGBTQ+ Representative (Chair)
Asim Rahman	Asian & Mixed Heritage

Manchester City Representatives present

Name	Role
Ingo Bank	Group Chief Operating Officer
Danny Wilson	Managing Director – Manchester City Operations
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
Dom Macklin	Head of Fan Journey
Rachel Clarkson	Head of Communications & Engagement – CITC
Mike Geary	Chief Executive Officer – CITC
Alice Allen	Communications and Charities Assistant

Agenda

- City in the Community Update
- Charities Update
- Aston Villa Matchday Feedback
- Season Tickets 2026/27 Update
- Any Other Business

The meeting opened with reflections on recent Club events, including the celebrations for Pep Guardiola, John Stones and Bernardo Silva linked to the Aston Villa fixture and Co-op Live events. Representatives reflected positively on the farewell celebrations, describing them as emotional and memorable occasions for supporters. The atmosphere, organisation and overall delivery were widely praised, with representatives feeling the Club had created a special experience.

City in the Community Update

City in the Community (CITC) provided an overview of its current activity and strategic direction. Representatives were reminded that CITC was founded in 1986 and continues to use the power of football to deliver programmes focused on healthy people, healthy futures and healthy communities. It was confirmed that during the 2024/25 season, CITC generated an estimated £43.7 million in social value.

Updates were shared on several programmes, including City inside, which supports children in hospitals, One City Schools, which works with SEND schools and teachers, and the expansion of City Degree in partnership with Manchester Metropolitan University. A new partnership with Revolut has also enabled delivery of financial literacy workshops for young people.

Representatives welcomed the continued growth and impact of CITC and discussed opportunities to increase visibility and engagement across wider communities. It was discussed that next season marks the 40th anniversary of CITC, with a season-long campaign planned to celebrate its history and impact while strengthening connections with supporters and local communities.

Representatives highlighted the importance of awareness and visibility, particularly outside of the Club's core programme areas, and discussed how City Matters and Official Supporters Clubs could help amplify CITC messaging and encourage greater supporter involvement. The Club encouraged representatives to promote the upcoming 40th anniversary campaign and associated storytelling initiatives through their networks, including encouraging supporters and CITC participants to submit their own personal CITC stories via the dedicated online platform, [here](#), as part of the anniversary celebrations.

Charities Update

The Club provided an update on its charitable and community support activity outside of CITC programmes, outlining the role of the Charities and Communications team in supporting fans and external organisations facing difficult circumstances.

The Club explained that the role focuses on responding to charitable requests, coordinating wish-granting visits, supporting fundraising initiatives and maintaining relationships with charities and community organisations. Over recent seasons, this work has included actioning more than 2,500 charity requests, including donations of 500 signed shirts and 250 stadium tours, over 1500 bespoke support packages for supporters in exceptional circumstances, 50 funeral tributes, hospital visits and numerous player video messages.

The Club also highlighted broader charitable initiatives delivered throughout the season, including partnerships with health organisations, Andy's Man Club, Prostate Cancer UK and local NHS Trusts. Particular attention was given to the recent abdominal aortic aneurysm (AAA) screening event held at the Etihad Stadium, which identified a number of significant health conditions, including three men with AAA's, 100 with high blood pressure, 11 diabetics who had not been previously diagnosed and 20 showing high risk of cardiovascular disease, demonstrating the importance of using football to engage supporters in preventative healthcare.

Representatives praised the impact of this work and acknowledged the important role the Club plays in supporting both fans and the wider community beyond football. Supporters can find the Charities form [here](#).

Aston Villa Matchday Feedback

The Club shared a detailed review of the Aston Villa fixture and the first full-capacity operation of the expanded North Stand, following successful completion of the required test events.

It was confirmed that the fixture delivered a new attendance record of 60,332 supporters, including significant attendance within the new North Stand areas. Representatives praised the atmosphere generated within the stand, particularly the impact of the safe standing and enhanced singing sections, describing the North Stand as feeling significantly different from previous matchday experiences.

The Club outlined how feedback gathered during the test events had already informed operational improvements ahead of the Aston Villa fixture, including temporary signage enhancements, queue management adjustments and accessibility improvements. It was acknowledged that further work remains ongoing over the summer ahead of the 2026/27 season, particularly around branding, permanent signage, lighting and accessibility measures.

Discussion also covered the new self-service food and beverage systems trialled within the North Stand. While initial feedback was generally positive, the Club acknowledged that some supporters experienced difficulties and noted that other venues have found these systems become more efficient after a period of familiarisation.

Travel and transport arrangements were also discussed, with representatives raising concerns around signage for post-match shuttle buses, congestion linked to the increased stadium capacity, and the operational impact of concurrent events at Co-op Live. The Club confirmed that these issues continue to be monitored and that further work is ongoing ahead of next season. Representatives requested travel and transport as an agenda item at the next full group meeting in June.

Representatives also praised the inclusion of the City Matters video shown at the Crystal Palace match and the North Stand test event, noting that it had been well received by supporters.

Season Tickets 2026/27 Update

The Club provided an update on the 2026/27 Season Ticket renewal process, North Stand relocations, junior season ticket sales and utilisation appeals. The Club will share a further update on Season Ticket Renewals at the next full group meeting in June.
