



MANCHESTER CITY

FAN ENGAGEMENT END OF SEASON ASSESSMENT

2023/24 SEASON



**CITY
MATTERS**

OUR FAN ENGAGEMENT PROGRAMME:

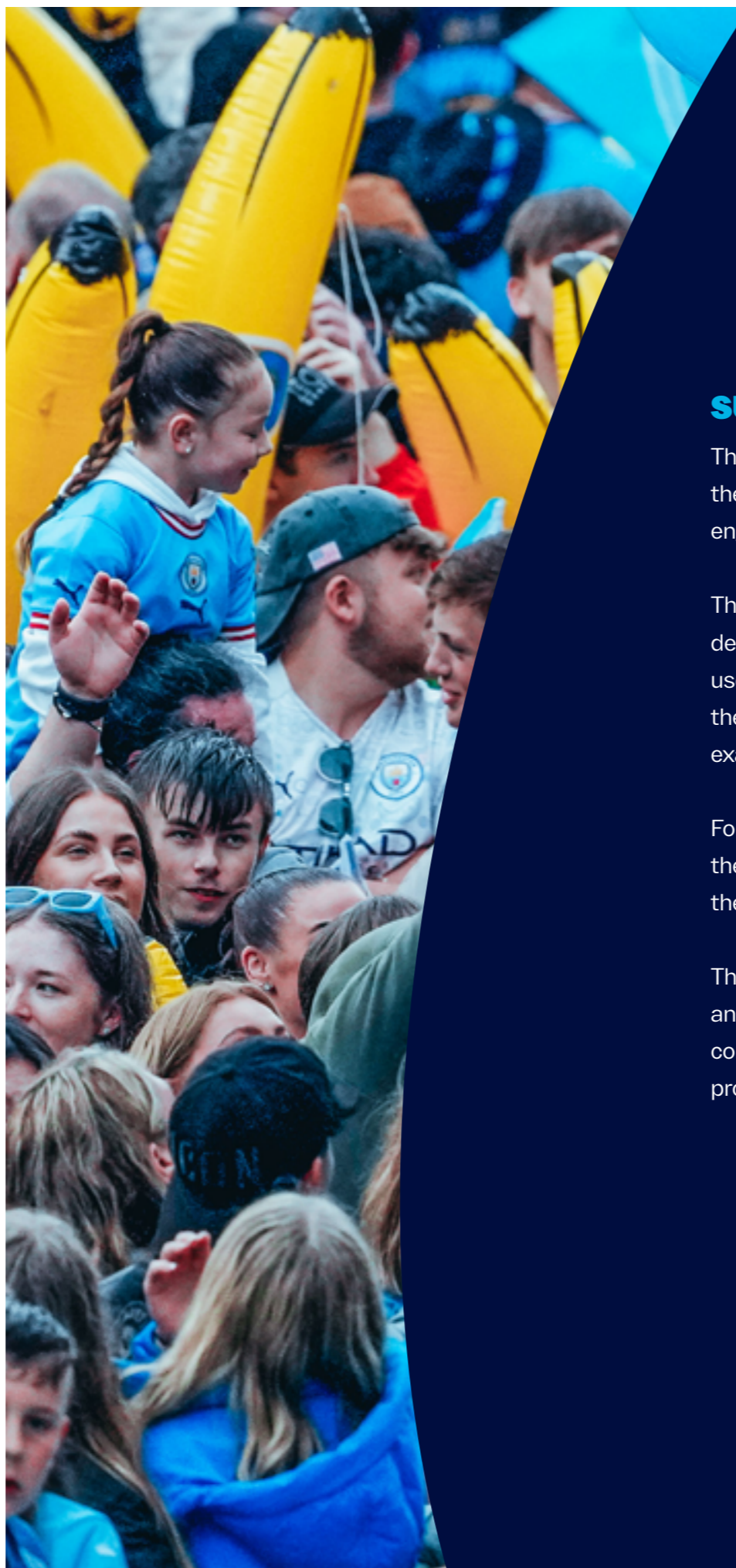
The Club's Fan Engagement forum, City Matters, has allowed for the core elements of the Premier League Fan Engagement programme to be delivered. The opportunities afforded to the Club by the framework has enabled us to further develop the programme and highlight the wider engagement the Club delivers across the fan base overall. Alongside this, the development of Terms of Reference, has provided clarity on structure for both the Club and fan representatives.

APPROACH TAKEN TO COMPLETE THE ASSESSMENT

The performance and delivery of the Fan Engagement Plan has been continuously reviewed and discussed between City Matters Chair, Alex Howell, and the Fan Engagement Project Lead for the Club on a monthly review and planning call.

An end of season meeting between City Matters Chair, Alex Howell and Nominated Board Level Official, Danny Wilson took place on Monday 8th July following collation of the Fan Engagement Report and Assessment.

In May, Alex Howell produced a paper 'City Matters; Making it Matter'. The paper included proposals to continue the evolution and development of the group. The paper has formed a critical part of our assessment.



SUMMARY OF PERFORMANCE

There has been 32 hours of structured engagement completed between City Matters and the Club. Together we have discussed and debated topics and maintained a structured engagement programme through a schedule of meetings.

There are many examples where City Matters' valued contributions have aided our decision making. From working closely together on ticket sales criteria and the best way to use ticket transfer, to our efforts to create an increasingly inclusive matchday experience, the representatives' consistent feedback and ideas have been hugely beneficial. More examples are shared in more detail in the End of Season Report.

For this season, three sub-groups were introduced to have meaningful discussion on key themes impacting fans and their experience on matchdays, ticketing topics and diversity in the fan base.

The Fan Engagement Standard has provided a structure which has enabled focused and dedicated time to discuss important topics. The consistency of meetings has meant collaboration between City Matters and the Club has never been stronger in formal programme.

AREAS OF STRENGTH

The successful delivery of the Fan Engagement Plan has included;



1. Scheduled dates of meetings maintained for both full and sub-groups.
2. Timely publication of the full group meeting minutes.
3. City Matters have had regular engagement with many senior members of the Club through both the full and sub-group meetings including directors and head of departments across Fan Experience, Fan Technology, Fan Support, Product and Research and Insights. Further detail on this is shown in the Fan Engagement End of Season Report.
4. The sub-group structure has enabled the fan representatives to participate in 8 hours of engagement per sub-group. During this time the group has been able to delve into three key themes as shown below. These smaller group sessions allowed for in depth discussion on the important topics including guest speakers from the Club and external agencies.
5. The introduction of an online forum to host information shared by the Club with the ability for the representatives to ask questions and discuss opportunities on the topics in the sub-groups along with operational information shared with fans throughout the season to support the overall fan experience.

SUB-GROUPS	INTEGRATED FAN EXPERIENCE - MATCHDAY	TICKETING & MEMBERSHIP	EQUALITY, DIVERSITY & INCLUSION
Fan engagement plan detail	This included the ongoing matchday experience at the Etihad Stadium this season as well as the development of the stadium	This included seasonal and match-by-match products and membership for both General Admission and Hospitality	This included all aspects of fan facing activity with an overall objective of further developing our inclusive work across the Club
Theme for 2023/24 Season	Ongoing improvements to the matchday experience	Maximising ticket usage	Creating a more diverse & inclusive environment for fans on matchday
Topics to cover in the 2023/24 Season	Getting to and from the match F&B innovation	Managing My Season Ticket when I can't attend. Ticket Exchange and Ticket Transfer Ticket Access & Prioritisation at home matches	Reporting / tackling discrimination and fan education initiatives – how City Matters representatives can help How to make the matchday fan base more diverse. Including actions from the Access Audit 2023



AREAS OF DEVELOPMENT

The assessment has identified the following areas of development to be worked on by City Matters and the Club.

1. The addition of fan representative roles who represent the views of our Cityzens Matchday Membership base which has over 120,000 members is an important area to add to the make-up of the City Matters group.
2. City Matters to continue to contribute to the agenda items and order they are discussed in.
3. Representatives to sit on the sub-group most closely aligned to the section of the fanbase they represent. However, representatives will continue to be able to attend other sub-group meetings as observers.
4. Meeting minutes for sub-group meetings to be produced by the Club to support wider City Matters representatives in awareness on what has been discussed. These would not be published.
5. Improving communication between City Matters and the wider fan base. Including attending and hosting fan events, using online channels to share and collect information to development deeper engagement and consultation with the groups they are representing. This will be contingent on the availability and willingness of representatives to take part.
6. Dates of meetings to further consider religious and cultural holidays when scheduling meetings.
7. Develop an induction and training programme for new and existing members.
8. Continuing to consider the diversity of the group through gender, ethnicity, and disability. This can be achieved through the individuals sitting within the designated roles but also within the continued assessment of the size of the sub-group.
9. Proposals from City Matters paper 'City Matters Making it Matter' includes expanding roles within the group to include a Vice Chair, for external support with training and for the Club and group to develop and agree a more detailed job description for representatives.



PROPOSED ACTIONS FOR NEXT SEASON

The development areas listed above will be built into the 2024/25 Fan Engagement Plan with particular focus on sub-group minutes, input into agendas and the additional members of the group to increase the representative numbers from 10 to 12.

The 2023/24 Fan Engagement report, assessment, and plan for 2024/25 Season will be presented to the Manchester City Leadership Team by Danny Wilson in August 2024.



WEST HAM

