

Thursday 16th May 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
Mark Todd	Disabled Fans Rep
Simon Walker	Seasonal Hospitality (online)

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
Jo Becker	Accessibility Lead
Scott Williams	Head of Product - Ticketing
Josh Hore	Head of Product - Membership
Derek Harvie	Head of Fan Technology Solution Design
Hannah Whipday	Fan Operations & Success Manager
Heather Leigh	Director of Product
Reece Mundy	Fan Communications Executive
Serena Gosling	Director of Integrated Fan Experience and Retail & Licensing
Rachael Lomax	Head of Fan Journey – Matchday Experience
Elliot Ward	Director of Corporate and Commercial Communications

Apologies

Name	Title
Kevin Parker	Official Supporters Club Representative
Tony Hughes	Journey Analysis Manager
Justin Brett	Equality & Inclusion Lead
Chris Coram	System Product Manager

Agenda

1. Introduction and Welcome from Danny Wilson – Nominated Board Official.
 2. Discussion on City Matters ticket points recommendation.
 3. Fan Support service update.
 4. Member satisfaction and matchday experience survey update from FX-AI (Aug 23-April 24 – high-level themes and tracking).
 5. AOB: City Matters group and organisation.
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Introduction and Welcome from Danny Wilson – Nominated Board Official.

In today's final full group meeting of the season, Danny Wilson extended a warm welcome to everyone. Danny Wilson expressed his and the Club's sincere gratitude to Mark Todd and Simon Walker for their invaluable input and advice on City Matters throughout this period as they conclude their time at City Matters representatives.

He noted that their contributions have been instrumental in guiding our discussions and expressed his thanks for their input which has held to guide the Club's decision-making processes. He also added that the Club hugely appreciate everything Mark and Simon have done to drive progress on important fan issues.

Discussion on City Matters ticket points – recommendation to evolve current system.

The City Matters ticket points recommendation has been put forward to address the challenges supporters including younger fans face in accumulating points and the inconsistency where non-attendees receive the same points as regular attendees. Alex Howell, under 25's representative produced a paper, *'City Matters: A Review of the Current Ticket Point System with Specific Reference to Away Matches'*

City Matters have submitted proposals to the Club on ideas to make changes to the ticket points system which included 3 principles:

1. Ticket points attained for purchase and for attendance.
2. A limited number of points attained for ticket transfer and ticket exchange.
3. The number of points attained for attendance, transfer or exchange to remain the same regardless of membership status.

The meeting included good conversations working through the principles, troubleshooting possible issues and discussion on possible solutions. City Matters requested a timeline against which this topic will be discussed and where possible, delivered.

The Club has committed to including Ticket Points as an agreed and formal topic to work with City Matters on through the Ticketing & Membership Subgroup throughout the 2024/25 season.

Ahead of the 2024/25 season, the Club will review and research the proposals and present its feedback and findings to the Ticketing & Membership subgroup which will meet twice before December 2024.

Fan Support service update.

Recently, we adjusted our operating hours to 9:30 AM – 5:15 PM, 7 days a week, which has been positively received by the team, facilitating better understanding across departments like Ticketing and Access. The information was published on the website in May.

[Changes to our opening hours \(mancity.com\)](https://www.mancity.com)

Although social media engagement has increased, inquiries have decreased, likely because we only have one person handling this role, who is sometimes redirected to phone duties and other services during busy periods.

Notably, the help centre statistics have shown an increase, resulting in fewer calls and emails.

Most Searched Help Articles – (<https://www.mancity.com/help>) between July 2023 – April 2024

- Guide to my family & friends
- How do I download my Cityzens Official Mobile Membership Pass?
- When will new Season Tickets go on sale?
- Can I purchase tickets online or over the phone?
- I want to buy match tickets for friends and family, do I need a membership for each person?

Member satisfaction and matchday experience survey update from FX-AI (Aug 23-April 24 – high-level themes and tracking).

We have shared information on member satisfaction and matchday experience at all 4 full group meetings, so the Representatives are aware of the research the Club is doing throughout the season and the results from it.

Colleagues from Research & Insights were unable to attend the meeting but would appreciate any questions or feedback via email.

AOB: City Matters group and organisation.

City Matters shared a paper with the Club on Thursday 16th May, produced by Alex Howell, Under 25's Representative and City Matters Chair 'City Matters; Making it Matter, the paper included proposals to continue the evolution and development of the group. The Club acknowledged receipt of the paper and will review and contact the group to discuss further the proposals submitted, noting that the Terms of Reference will be reviewed with City Matters on an annual basis.

Mohammed Ullah, the Black and Mixed Heritage Rep, suggested splitting the role to better serve all supporters of different ethnicities and backgrounds. Mark Todd, the Disabled Rep, emphasised the importance of transparent and diverse recruitment processes for future representatives. The Club agreed that the ongoing evolution of City Matters is an important topic and something it is also discussing internally. The Club looks forward to reviewing the group's structure to discuss ways to continue to improve City Matters with fan representatives. Angela Worrall, as the Season Ticket Rep,

sought further guidance and support to effectively communicate with a larger supporter base, and it was agreed that both the Club and City Matters should continue to discuss ways to promote individual fan reps.

VAR

City Matters referenced the Premier League VAR vote and the Club confirmed that a motion has been tabled by Wolverhampton Wanderers FC and a vote will take place at the next Premier League meeting with all 20 clubs in attendance.