

Monday 14th October 2024

City Matters Representatives present.

Name	Role
Michael Ash	Over 65s Representative
Angela Worrall	Season Ticket Members Representative
Lee Broadstock	LGBTQ+ Representative (Online)
Daniel Bowdler	Families Representative (Online)
Alex Howell	Under 25s Representative (Chair)
Jayne Comer	Women Representative
Mohammed Ullah	Black, Asian or of Mixed Heritage Representative
Howard Cohen	Disabled Fans Representative
Samantha Gill	Seasonal Hospitality Representative
Brian Worrall	Cityzen Matchday Member Representative (Online)
Kevin Parker	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
Francine Warburton	Head of Fan Support
Chris Coram	System Product Manager (Online)
Jo Becker	Accessibility Lead
Kate Dempster	Equality & Inclusion
Tony Hughes	Journey Analysis Manager
Andrew Gilligan	Director of FX Analytics and Insights
Amelia Carter	Fan Engagement Executive
Michael B	Ticket Compliance Manager
Dayna Simpson	Research & Insights Manager
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
Matthew Williams	Senior Communications Manager
Rachael Lomax	Head of Fan Journey – Matchday Experience
Elliot Ward	Director of Corporate and Commercial Communications
Andy Roberts	Fan Journey Executive

Apologies

Name	Title
Serena Gosling	Director of Integrated Fan Experience and Retail & Licensing
Sanjeeve Shewhorak	Director of Fan Technology Solutions

Guest Speakers

Name	Role
Carl Capewell	Head of Safety & Security Operations and Events for Manchester City
Matt Hawtin	Dedicated Football Officer for Greater Manchester Police

Agenda

1. Introduction
2. City Matters Item – Season Tickets
3. Matchday operation overview with Safety & Security and Greater Manchester Police
4. Introduction to Ticketing Compliance
5. Representative Questions & AOB

Introduction:

Danny Wilson introduced the first City Matters full group meeting of the 2024/25 season and offered a warm welcome to new City Matters Representatives Samnatha Gill, Howard Cohen and Brian Worrall, as well as thanking Alex Howell and Kevin Parker as City Matters Chair and Vice Chair respectively.

City Matters Item: Season Tickets

The item around season tickets was put forward by City Matters. The group requested that the Club reduces or freezes Season Ticket prices next season.

The main topic of discussion was the Flexi Gold Season Ticket, with feedback shared by City Matters around the subscription fee. The discussion also included a comparison between the Flexi Gold Season Ticket and the existing Gold Season Ticket.

Highlighted requests from City Matters were for the £150 Flexi-Gold membership fee to be removed, and for fans to be offered a choice between a Flexi-Gold or a Gold Season Ticket.

The Club explained that the new Flexi Gold Season Ticket had proved popular with those fans who had purchased it. The Club confirmed that Flexi-Gold Season Tickets will continue to be made available stadium wide each season, including in the expanded North Stand.

The Club advised for the 2025/26, new Season Tickets may not be released due it being a transitional season into the expanded stadium i.e. the stand itself will open during the 2025/26 season. The Club will discuss this further with City Matters in meetings this season.

The Club explained the benefits of the Flexi-Gold Season Ticket, which was introduced ahead of this current season. The Club explained that the Flexi-Gold Season Ticket provides fans with more flexibility with all the benefits of existing Season Tickets. Fans receive a link to confirm their attendance three weeks before each fixture. If they can't attend there is nothing a fan needs to do. If they can attend, they simply opt in to buy their ticket.

Fans retain all of their existing benefits with a Flexi-Gold Season Ticket, including: access to their chosen seat for all of the fixtures they want to attend, access to away tickets and finals (subject to ticket points) and the ability to opt in for Cup Schemes.

City Matters requested that fans be able to move between Gold and Flexi-Gold Season Tickets should they wish to. Finally, feedback was also shared about extending the sales window for fans purchasing their tickets within the Flexi-Gold window.

Also discussed were the positives of the flexible nature of Flexi Gold Season Tickets, and for this type of ticket to help reduce the number of 'no-shows' in the stadium on matchdays. A suggestion was brought forward by City Matters Representatives regarding Flexi-Gold Season Ticket being available in areas of hospitality.

Anecdotal feedback City Matters Representatives explained they have received from some Flexi-Gold Season Ticket members is that they have purchased this product to get on the ladder so to speak, or it was their only option.

The Club acknowledged that the Flexi-Gold Season Tickets are new and will continue to gather feedback from Flexi-Gold Season Ticket Members.

Matchday Operation with Safety & Security and Greater Manchester Police:

Guest speakers:

- Carl Capewell – Head of Safety & Security Operations and Events for Manchester City
- Matt Hawtin – Dedicated Football Officer for Greater Manchester Police

Carl introduced his role and the current structure of the Club's Safety and Security Department.

Carl detailed some key statistics from the previous season and outlined the Club's policy for fans who have conducted discriminatory behaviour to complete an education course before returning to matchdays. He also highlighted the Club's strict ban on pyrotechnics and the Club's zero tolerance for abuse towards fans and staff. Carl explained that the Club operate on a case-by-case basis after investing aggravating factors, and those ejected from the stadium will be subject to a sanction following an internal review by the Club's Sanction Panel. The sanctions and bans matrix detailing the length of bans for various offences is available in the Club's Supporter Charter on the website.

Next discussed was the topic of pitch invasion, with a focus on the end of 2023/24 season game against West Ham United. The Club reminded City Matters that pitch invasions are against the law and the consequence is a high fine issued to the Club. Carl then outlined the measures taken to enhance the safety operation post-match.

Another question was raised around the early pitch invasion at the West Ham United match which stopped the game.

The Club explained the additional policing costs for this match were significantly higher than the cost of a standard low or medium safety rated fixture which at any other time West Ham would be categorised as.

The Club concluded the pitch invasion topic by stating that it wants to continue working with City Matters to further improve the match experience and to create a safer environment for fans, staff and players.

Matt Hawtin then spoke in-depth around matchday policing, outlining the approach taken to determine low, medium and high risk matches and how this impacts the Greater Manchester Police's preparations. Matt also mentioned the police presence now at Women's games, and the importance of reporting incidences to stewards.

City Matters raised the concern of stewards being racially abused. The Club was clear that it does not tolerate behaviour of this nature and encourages stewards to report incidents. As a Club we report a racial incident immediately to the police to ensure it is dealt with appropriately.

City Matters raised questions regarding police and safety outside the stadium. Matt mentioned different police forces communicate to each other to reduce risks, and exemplified the Man City vs Man United at Wembley whereby different travel routes were organised for each teams' fans to try to reduce the risk of incidents. City Matters also shared their appreciation for having stewards on the buses to the stadium makes journeys to and from the stadium feel safer.

Matt invited the City Matters Representatives to continue attending high risk pre-match briefings where the police and safety for the match is discussed. City Matters accepted this invitation and expressed their appreciation for joining them previously.

Ticket Compliance

The Club's Ticket Compliance Manager started in June 2024 to further reduce the risk ticket touting and misuse. For both the Club and fans this is an area of key concern.

The Ticket Compliance Manager gave an overview of what may be deemed as ticket touting, or misuse. The Ticket Compliance Manager then explained the Club's policy development, investigation management and we are trying to have more of a proactive approach to the issues regarding ticket touting and misuse. This includes internal teams within the Club working together, and we are working with the Premier league Digital and Anti-Touting working group to best solve the issues. The Ticket Compliance Manager also explained the 'sanction and ban' policy related to ticket touting and misuse. There is a particular issue around third-party sites that do not actually possess the tickets they claim they are selling, which City Matters highlighted is a common question from fans, we recognise that it is difficult to close these sites down, but we now have a dedicated Ticket Compliance Manager to reduce the issues regarding ticket touting.

The Club has 8 official resellers all listed on the Club's website. The Club explained some people who purchase hospitality may do so to invite guests, clients of businesses and as such, not all guests may be Manchester City fans and may include fans of the visiting or other teams.

All customers who purchase hospitality either through the Club or via an official resellers are made aware they are responsible for all guests who attend the match. City Matters Representatives shared they have seen an example online of some of the Club's official resellers. The Club agreed to review messaging on reseller sites.

The Club highlighted concerns with fans attending away matches when they have not purchased in line with the criteria and the idea of going back to ticket collection at the away match for a number of tickets. This topic and the Club's proposal will be discussed in more detail in the City Matters Ticketing sub-group.

With the Ticket Compliance Manager only being in post for a matter of months, the Club agreed to continue updating City Matters throughout the season as we collect more insight and data to share on the touting topic and to take the groups feedback.

AOB:

City Matters asked about the Club's plans for managing equality, diversity and inclusion this season. The Club assured City Matters that EDI continues to be a priority and confirmed that there will be a new lead for the EDI sub-group this season. At the first EDI sub-group meeting, the Club committed to discussing the recent fan election, and how we can create more diversity within City Matters.

Food and beverage were briefly discussed including the positive introduction of Guinness around the stadium. City Matters stated that fans would like this to be universal across the stadium. It was agreed this will be discussed further in the Matchday sub-group meetings.

City Matters mentioned that because most of them are Season Ticket Members, they sit in the same seat but are expected to speak to and know the experience of varied fans. The Club agreed to provide a Stadium Tour and different seats on matchday to assist any Representatives who feel they would benefit from to experiencing and visiting different areas of the stadium.
