



# ***CITY MATTERS***

## **MANCHESTER CITY FAN ENGAGEMENT PLAN**

**2024/2025 SEASON**



# MANCHESTER CITY'S FAN ENGAGEMENT PLAN FOR THE 2024/25 SEASON.

This plan details the aims and objectives of the Club's formal fan engagement network, City Matters and introduces the areas and initiatives that the Club will consult its fans on over the course of the season.

## OUR FAN ENGAGEMENT PROGRAMME:

City Matters exists to provide a structured forum for Manchester City fans to engage with Senior Club representatives in a constructive manner, in an environment where ideas and feedback can be shared and discussed, relating to topics which directly impact the fan experience.

Alongside this, it provides fans with an opportunity to influence new initiatives which are introduced at the Club as well as reviewing and developing existing initiatives.

City Matters is also used as a platform for the club to share information about wider Club strategy and ongoing projects with its fans.

**Specifically, the aims of the network can be summarised as follows:**

- To set up a constructive communication channel between the Club and its fans
- To provide the Club with a platform to discuss new ideas with fans and seek their feedback on new initiatives
- To give fans the opportunity to present new ideas and suggestions directly to the Club







## OUR PLAN FOR THE 2024/25 SEASON:

The full-group of City Matters fan representatives will meet with senior Club representatives 5 times per season.

**At each of the full-group meetings the format will be as follows:**

1. Organisation updates
2. Main discussion item for the full-group tabled by the Club\*\*
3. Sub-group meeting updates for the full-group
4. City Matters discussion items (agreed 3-4 weeks prior to the meeting) – All  
\*Where there are relevant updates to share with the full group.
5. AOB

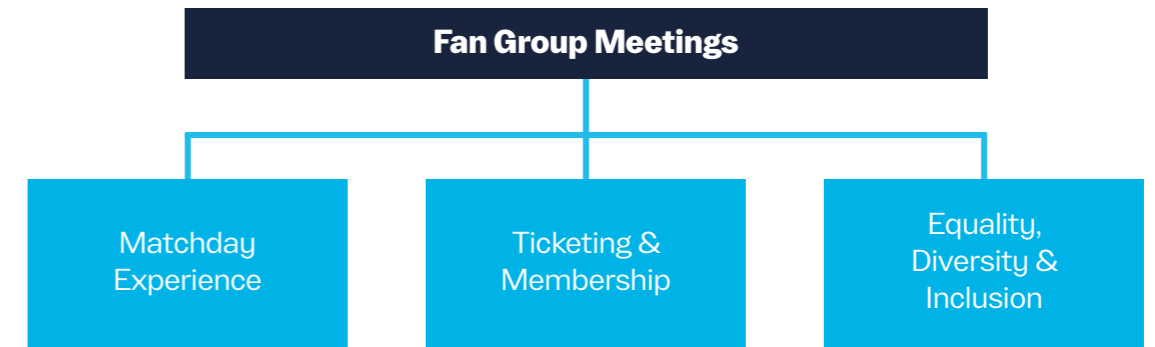
**\*\*Items for discussion at full-group meetings will include:**

- The Club’s vision and objectives
- Club business performance updates (Annual Report)
- Operational matchday issues of concern to fans
- Etihad Stadium development works
- City in the Community
- Season Tickets for the coming season
- Equality, diversity and inclusion commitments

Both the City Matters representatives and the Club will also have the opportunity to table different agenda items throughout the football season. This will ensure that both the Club and fan representatives are able to remain flexible and address new topics as they arise.

## OUR SUB-GROUPS:

The Club will operate three sub-groups. The sub-groups are designed to provide a forum for subject matter leads from the Club to engage with a smaller group of fan representatives on particular topics.



## FOR THE 2024/25 SEASON THE SUB-GROUPS WILL BE:

1. **Matchday Experience:** This will include the matchday experience at the Etihad Stadium this season as well as the development of the stadium.
2. **Ticketing and Membership:** This will include seasonal and match-by-match products and membership for both General Admission and Hospitality.
3. **Equality, Diversity and Inclusion:** This will include all aspects of fan facing activity with an overall objective of further developing our inclusive work across the Club.

The table below outlines the themes and topics which will be covered in the sub-group meetings. Representatives will be able to raise agenda items in advance of each sub-group meetings.

Integrated Fan Experience – Matchday	Ticketing & Membership	Equality, Diversity & Inclusion
<b>Theme for 2024/25 Season</b>		
On-going improvements to the matchday experience	Creating more opportunities to attend matches	Creating diverse and inclusive environments for fans on matchday
<b>Topics for this Season</b>		
Fan experience when multiple events are happening on the campus	Review of Ticket Points Scheme	Developing inclusive and accessible spaces in the Etihad, through facilities
Travel & Transport	Development of ticketing & memberships including fan benefits	Making matchday welcoming and inclusive for our diverse fanbase, through awareness raising and attitudinal improvements
Discussing fan feedback on food and beverage and developing initiatives	Key ticketing requirements relating to the expansion of North Stand	

Sub-groups will meet 4 times per season to formally discuss topics and the meetings will last 2 hours.

With 5 representatives in each sub-group, the forum will provide an opportunity for both the Club and fan representatives to discuss a topic in detail and to work on it over an extended period of time.

The information below shows which representatives will be involved in each sub-group meeting and discussions.

Representative Positions	Integrated Fan Experience – Matchday	Ticketing & Membership	Equality, Diversity & Inclusion
1	Families Representative	Under 25's Representative	Black, Asian or of Mixed Heritage Representative
2	Over 65's Representatives	Season Ticket Members Representative	Disabled Fan Representative
3	Seasonal Hospitality Representative	Official Supporters Club Representative	LGBTQ+ Representative
4	Matchday Cityzens Member Representative	Matchday Cityzens Member Representative	Women Representative
5	Women Representative	Black, Asian or of Mixed Heritage Representative	Season Ticket Members Representative

Representatives can attend sub-group meetings as observer. The observer space will be limited to 1 representative per sub-group.





# MEETING SCHEDULES 2024/25

## FULL-GROUP MEETINGS:

14 October 2024 | 16 December 2024 | 20 February 2025 | 1 May 2025 | 12 June 2025

\*Subject to fixtures, dates may change within the scheduled month

## CLUB REPRESENTATIVES:

### DANNY WILSON

Managing Director – Manchester City Operations  
Nominated Board Level Official for  
Fan Engagement

### HEATHER LEIGH

Director of Product

### ELLIOT WARD

Director of Corporate and Commercial  
Communications

### SANJEEV SHEWHORAK

Director of Fan Technology Solutions

### JO BECKER

Accessibility Lead

### SERENA GOSLING

Director of Integrated Fan Experience  
and Retail & Licensing

### JONATHAN LINGHAM

Director of Commercial and Fan Support

### ANDREW GILLIGAN

Director of Fan Experience Analytics

### FRAN WARBURTON

Head of Fan Support

## FAN REPRESENTATIVES:

### SAMANTHA GILL

Seasonal Hospitality Representative

### HOWARD CHOEN

Disabled Fans Representative

### MOHAMMED ULLAH

Black, Asian or of Mixed Heritage Representative

### MICHAEL ASH

Over 65's Representative

### DANIEL BOWDLER

Families Representative

### BRIAN WORRALL

Cityzens Member Representative

### JAYNE COMER

Women's Representative

### ANGELA WORRALL

Season Ticket Members Representative

### ALEX HOWELL

Under 25's Representative and Chair of City Matters

### KEVIN PARKER

Official Supporters Club Representative and Vice Chair of City Matters

### LEE BROADSTOCK

LGBTQ+ Representative

You can read more about City Matters' fan representatives by viewing their individual profiles and contact email on the Club's dedicated City Matters website page

[www.mancity.com/club/city-matters](http://www.mancity.com/club/city-matters)

# REVIEW & REPORTING

Minutes will be recorded for each sub-group meeting and each full-group meeting. Sub-group meetings will have actions documented and updates will be shared with respective sub-group members in between meetings.

The minutes from each full-group meeting will be published on the Club's dedicated City Matters website page no later than one week following the full-group meeting.

At the end of each football season, the Club will produce an annual summary detailing the progress and achievements that have been delivered through the Club's formal fan engagement programme.

The Club will publish its Terms of Reference for City Matters detailing its functions and responsibilities on an annual basis





# OUR COMMITMENT TO A NETWORK OF ENGAGEMENT

It is important we engage with all the Clubs fans throughout the globe through different groups and channels.



Over the course of each season the Club will engage with fans and keep them up to date in a number of ways.

The Club's dedicated Research and Insights team are speaking to fans regularly through many channels to collect views and feedback. The team aim to deliver dedicated research to help us better understand our fan experiences. The information collected is share in City Matters sub and full-group meetings.



Online surveys focused on member satisfaction and matchday experience



Fans focus groups and 1-1 interviews



Fans taking in matchday experience diary tasks



Respond and engage with fans on a one-to-one basis via its dedicated Fan Support team and the Club's Hospitality account managers



Share news and important information via direct email, the official Club newsletter and wider Club content channels and platforms

Fans who want to get involved in surveys, focus groups and diaries can opt in to receive email invites for research activities by updating their preferences at <https://profile.mancity.com/UserPreferences>

Fans' participation in research activities over the 2022/23 and 2023/24 seasons saw 425,000 fans took part in surveys, 315 took part in focus groups or 1-1 interviews 150 took part in diary tasks.



In addition to meetings with City Matters the Club will:

- Attend meetings and events with Official Supporters Clubs
- Attend meetings with other recognised supporters' associations/groups
- Maintain dialogue and attend meetings with local community groups

**Official Supporters Clubs:**

Official Supporters Clubs are our family around the world. The Club supports the growth of the Official Supporter Club and branches locally and internationally.

Information on how to become a member, join a branch or set up a new branch is hosted on the Club's official website at [www.mancity.com/supporters-clubs](http://www.mancity.com/supporters-clubs)



# SUPPORTER CHARTER

The Club's Supporter Charter contains a wide range of information about the Club and its policies as they relate to fans and the matchday, including:

- Matchday information
- Ticketing
- Sanctions and Ban policy
- Access and Safeguarding
- Club contact details
- Equality and Diversity
- Contact us information
- Complaints

You can read the full Supporter Charter by clicking [here](#).





**CITY  
MATTERS**

