

SUPPORTER CHARTER

2019/20 SEASON

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

WELCOME

Throughout its proud history, we have built a deep, lasting kinship with communities in Manchester and in cities further afield. The supporters show it in their unwavering passion for the Club; we show it through our dedication to building, for them, a successful and sustainable football club for the future.

At Manchester City we are immensely proud of the steadfast support we receive and we remain committed to working closely with our supporters in order to further our footballing ambitions. It is a responsibility that the Club is honoured to carry out.

This charter provides information about the Club's services, values and approach to supporter engagement and communication. It outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.





GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

CITY FOOTBALL ACADEMY (CFA)

THE CITY FOOTBALL
ACADEMY (CFA) IS
MANCHESTER CITY'S YOUTH
DEVELOPMENT AND ELITE
TRAINING FACILITY,
ADJACENT TO THE ETIHAD
STADIUM IN THE HEART OF
EAST MANCHESTER.

The CFA is home to all of Manchester City's football teams of both genders and all age groups. Two thirds of the 16.5 pitches on site are dedicated to youth development, where players are supported by tailored coaching and education facilities, medical and sports science services, sleeping accommodation and parents' facilities.

The CFA contains:

- 10.5 youth development football pitches
- 5 First Team football pitches
- Player accommodation facilities
- 7,000 capacity Academy Stadium

The CFA also accommodates the majority of Manchester based staff in one connected operational base and is the global headquarters for City Football Group

The project, which has the overwhelming support of the local community, was underpinned by ambitious local recruitment and supply chain targets both of which were achieved, significantly up-skilling the local community and making a positive economic impact on the surrounding area.





GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

25% of the 70% local workforce was drawn from the East Manchester area with 10% of people on site previously unemployed. A further 95 trainees and apprentices were employed and worked towards professional qualifications.

The City Football Academy also achieved the highest possible environmental rating – the gold standard under L.E.E.D. guidelines, with low carbon, low water and low waste measures being employed to minimise the impact on the environment and encourage local bio diversity. The remediation alone of the 80-acre site by the Club had a positive environmental impact, turning a vast tract of land, polluted by years of heavy industrial use into clean terrain with 2000 trees planted on and around the site.

The Club enjoys a long-standing and mutually supportive relationship with Manchester City Council and the Greater Manchester Community. Consistent with this and in addition to the Club's existing and ongoing City in the Community Scheme which touches over 31,000 lives a year, the Club donated 5.5 acres of remediated land within the CFA on which the Connell sixth form college was built and a pitch for use by the local community.



The Club also donated £3 million pounds to the creation of public swimming facilities in the local East Manchester Leisure centre and made the bridge, connecting the City Football Academy to the Etihad Stadium, a public right of way for use by its fans and the wider community.

At the RIBA (North West) Awards 2017 the Club and RVA Architect are are proud to have won three awards for the City Football Academy:

The RIBA Regional Award
The RIBA Sustainability Award
The RIBA Client of the Year Award



GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

SUPPORTER SERVICES

WE ARE PROUD TO
HAVE DEVELOPED AND
IMPLEMENTED THE CITY
PROMISE, AN INNOVATIVE
SERVICE INITIATIVE
AIMED AT MAKING A VISIT
TO THE ETIHAD CAMPUS
THE BEST EXPERIENCE IN
WORLD FOOTBALL.

CITY PROMISE

We have designed the City Promise to extend to the thousands of staff throughout the organisation who are employed every matchday, including stewards and catering staff, whilst also being applicable to all permanent club employees.

- 1. We will give you a warm and friendly welcome
- 2. We take pride in ourselves and our surroundings
- 3. Your safety is our priority
- 4. We will go the extra mile to help you
- 5. We want you to enjoy your day at Manchester City

This is a big challenge and we know that we'll only get better by listening to our supporters. We need to know what's important, where we're performing well and where we need to improve. To do this, we invite supporters to share both positive and negative feedback via our supporter services information portal at mancity.com/help

MATCHDAY EXPERIENCE

If your matchday experience is not as it should be and you are concerned by a certain situation, there is an issue you'd like to talk about or you have a complaint please speak to a steward or a uniformed member of staff. We find that most concerns or complaints can be resolved at the time of the initial problem.

If your issue or complaint cannot be resolved on the day or is concerning another matter, please contact a member of the Supporter Services Team on the next available working day on +44 (0)161 444 1894.

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

COMPLAINTS

Sometimes things don't work as we expect them to. If that happens then we're sorry, we'll do our best to put things right as quickly as we can. Please call us as soon as it's convenient. Most problems get resolved straight away, but we'll keep you informed while we look into your concerns.

If you'd still like to make a complaint, this is what will happen:

Step 1:

Contact the Supporter Services Team and we'll try to put things right straight away:

- Call: +44 (0)161 444 1894
- Visit: mancity.com/help
- Write: Supporter Services, Manchester City Football Club, Etihad Stadium, Etihad Campus, Manchester M11 3FF

Step 2:

We'll do our best to settle your complaint within 10-working days. If it takes longer than this, we will tell you the likely timescale and keep you informed of our progress throughout. When we have completed our investigations, we'll explain what we've found and what we propose to put things right.

Step 3:

If you've followed steps 1 and 2 but we're still unable to reach a conclusion, the Supporter Services Team will pass your concerns over to our Head of Supporter Services for review. We'll take another look at everything that's happened up to this point, and then provide a final response that explains our conclusive position.

Step 4:

We hope there won't be a need to move on any further – we really do want to put things right if they've gone wrong. But if, after following our complaints process in full, you're not satisfied with our final response letter or we haven't been able to resolve your complaint within 8 weeks, then you can pass your complaint over to Independent Football Ombudsman www.ifo.co.uk.

Note:

Retail Complaints: Please refer to the Retail & Merchandise section.

Appeals to Stadium Bans: Please refer to the Ground Regulations section.

SUPPORTER CHARTER 2019/20 SEASON GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

CONTACT US

We are extremely proud of our relationship with our supporters and constantly strive to improve the day to day interactions with the Club, and the matchday experience.

You can contact the Supporter Services team on +44 (0)161 444 1894 through our online FAQ at mancity.com/help or via Twitter @mancityhelp.
Supporter Services is open Monday to Friday 9am to 5pm (closed Sunday and Bank Holidays) with the exception of Thursday where we will open at 10am and open for all first team home matches. You can also write to us at: Supporter Services, Manchester City Football Club, Etihad Stadium, Etihad Campus, Manchester M11 3FF.



GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

COMPETITIONS

MANCHESTER CITY IS A
MEMBER OF THE FOOTBALL
ASSOCIATION AND THE
PREMIER LEAGUE. OUR FIRST
TEAM WILL COMPETE IN FOUR
COMPETITIONS DURING THE
2019/20 SEASON.



We also enter teams in the U18 Premier League, Premier League 2, UEFA Youth League, FA Youth Cup, Women's Super League, FA WSL Continental Tyres Cup, SSE Women's FA Cup, UEFA Women's Champions League. These matches are played at the Academy Stadium. Fixture details for all of the teams can be found at mancity.com/fixtures

FIXTURE DATES

The dates of certain matches may change, often due to TV broadcast or Cup commitments. We will make every effort to announce any changes through the Club's main communication channels including the website, matchday programme and social media. We may on occasion send direct emails or an SMS to supporters so it is important that you keep the contact details on your account, up to date. Ultimately it remains the responsibility of the supporter to ascertain the rescheduled match date and kick off time.

MATCH THEMES

Some matchdays can be themed, either for the purpose of specific opponent or competition, or to support a league-wide or Club related initiative or partner.

Initiatives can take place outside the stadium in City Square or inside the stadium bowl.

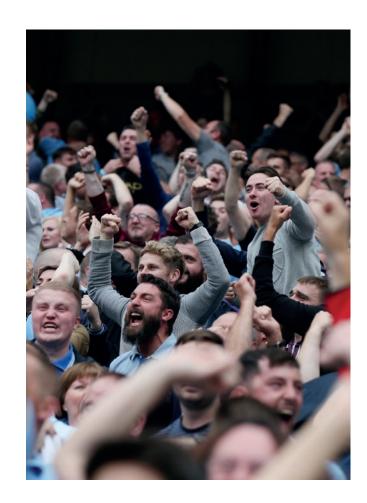
Such themes and activities are designed to encourage greater equality and diversity at all levels of our sport. They also help grow our fan base and introduce new supporters to the Club.

PHOTOGRAPHS AND VIDEO FOOTAGE

Still and video images of supporters will be captured during visits to the stadium on event days for a variety of purposes.

This includes CCTV, police and Club recordings for supporter safety and the prevention of crime, broadcaster and club video for the purposes of broadcasting matches and images captured on match days to capture the excitement, enjoyment, passion and pride associated with attending events at the stadium, for use by the Club and its partners in its records and promotional activities.

In some cases images and videos may be captured and used for journalistic purposes, both by the Club and by third party media organisations. We'll always treat data fairly and in a way that complies with law. For more information, please see our Privacy Policy which is published on our website.



GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

SEASONCARDS, MEMBERSHIPS & TICKETS

SEASONCARDS

The price of Seasoncards varies depending upon many factors, one of which is the location of your seat within the Etihad Stadium. The price that you pay is based on the age that you are as of 1 August 2019. There are three levels of Seasoncard with tiered benefits to reflect the level of Seasoncard held. All Seasoncards are sold out for the 2019/20 season.

CITYZENS MEMBERSHIP

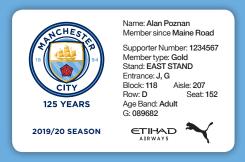
Cityzens is our family of City fans. When you join you are part of the Club and your loyalty is rewarded. You can join for free by visiting mancity.com/cityzens. If you're a Seasoncard holder or Matchday member, you're already a Cityzen.

Being a Cityzen means being part of the experience by deciding your Man of the Match, having your say on Cityzens Voice and volunteering in your community. We know that our Club is nothing without you and we want to say 'thank you' whenever we can by giving you access to exclusive giveaways, discounts and competitions.

If you are not a Cityzens Seasoncard holder but want to get closer to the match day action, you can purchase Cityzens Matchday. Be first in line for tickets and enjoy exclusive discounts on your visit to the Etihad Stadium.

For more information on Cityzens Matchday visit mancity.com/matchday









GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

MATCH TICKETS

All match ticket information, including details of pricing and selling criteria, will be updated on a regular basis and made available via the official website. In addition, information will also be available from the Ticket Office, Supporter Services, our matchday programme, e-mail and social media sites.

A brief summary of the Club's ticket policy can be found below:

- Match tickets are available to buy online or over the telephone. Booking fees may apply
- All tickets to be purchased by Man City fans only and located in home supporter areas. The Club does not sell tickets to visiting supporters and there is no neutral supporter area
- It is the supporters responsibility to ensure that anyone using their Seasoncard or match ticket is aware of the Ground Regulations
- The Ticket Office is open Monday to Friday 9am to 5:30pm and Supporter Services is open Monday to Friday 9am to 5pm, with the exception of Thursday where both facilities will open at 10am

- Away match tickets are released to Cityzens with a 2019/20 Seasoncard first, then to Cityzens Matchday and then to all remaining Cityzens (subject to availability and qualifying sales criteria)
- Ticket Points are awarded for the purchase of match tickets and may be used as part of the sales criteria where demand exceeds allocation
- Ticket bundles and discounts may be offered to Cityzens Members from time to time
- Concessionary tickets must be upgraded when being used by a supporter within a different age band
- When a disabled supporter is unable to attend a match, the Personal Assistant must upgrade their ticket
- Under 14s are not allowed in the stadium without being accompanied by an adult (over 18)

GROUP BOOKINGS

We welcome the opportunity to work with larger groups when attending a match at the stadium. A minimum of 10 tickets must be purchased. To find out more and discuss pricing, email groupbookings@mancity.com

TICKET PRICING

Prices vary based on the location within the stadium and the age that you will be when the match is played. Tickets in the visiting supporter section will be pricematched for those in comparable home areas of the stadium. Tickets for Domestic Cup home matches are priced capped at £25 up to, and including the Quarter Finals.

Premier League away match tickets are capped at £30 for qualifying supporters.

FAMILY FRIENDLY

Children are welcome in all areas of the Eithiad stadium, however the Club has reserved a section of the ground (Family Stand - Levels 1 and 2) for the sale of tickets to family groups and junior supporters. This area is for home supporters only and when purchasing tickets for this area, a group must include one junior (Under 18) to a maximum of 3 adults (Over 18). We reserve the right to adjust the qualifying sales criteria at any time, for example mid-week cup matches. Families are welcome in all areas of the Academy Stadium.

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SINGING SECTION

The South Stand is our designated singing section, the passionate heart of the Etihad Stadium. This section is adjacent to the visiting supporters so, if this is not the experience you are looking for; please select an alternative seat elsewhere in the stadium. Supporters wishing to be part of the singing section should purchase tickets within block 111, part of block 114 and blocks 115 to 119. Blocks outside of those indicated are not part of the singing section.

Supporters with seasonal seats in the South Stand should note that, because of the regulations governing certain Cup competitions, the Club may be required to increase the allocation of tickets provided to the visiting club and as such, supporters may be required to relocate their seat for certain games.

PERSISTENT STANDING

To help continue improving the matchday experience for all supporters, we ask that you respect the Club's request to avoid persistent standing at all games. Supporters who breach these requests may be ejected from the Etihad Stadium, and in some cases may have their Seasoncard or Membership card withdrawn. Please help us to avoid such measures by co-operating with this request and help us to create an enjoyable experience for all of our supporters.

The Academy Stadium has both a seated and standing area available for you to choose from. For those within the seated areas, we ask that you avoid persistent standing in line with the Club's policy.

REFUNDS

Seasoncards are non-refundable. Cityzens Matchday Membership can be refunded within 14-days of purchase. Match tickets can be refunded 7-days prior to the match taking place. Where a match is abandoned, rescheduled or postponed, you shall be entitled to a full refund or to attend the re-arranged match if you remain in possession of the original ticket. In order to obtain a refund, the ticket must be presented at the Club's ticket office no later than 7 days after the announcement of postponement/abandonment and no later than 24 hours before the kick-off time of the rescheduled Match, whichever is earlier.

Refunds are not issued where a supporter is ejected from the stadium and where a stadium ban is applied.

LOST OR STOLEN CARDS

Lost, forgotten or stolen Seasoncards or Cityzens Matchday Membership cards can be reprinted at the Club's discretion. Replacements are issued subject to a non-refundable administration fee of £10 per card.

UNOFFICIAL MATCH TICKETS

Entry to the stadium will be granted on the presentation of an official, valid match ticket purchased from the Club. The Club excludes all liability to any supporter who is denied entry to the stadium as a result of their ticket having been purchased through an unauthorised seller. The unauthorised sale or disposal of tickets may also amount to a criminal offence and the Club will inform the police as soon as it becomes aware of any unauthorised sale or disposal of tickets.



GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

DISABLED SUPPORTERS

Manchester City prides itself on being inclusive and working with all of its supporters. The Club operate a ticketing policy that recognises that disabled supporters may need assistance to fully enjoy the matchday experience and offers a variety of reasonable adjustments based on individual supporters needs.

Disabled supporters have the opportunity to purchase a Seasoncard, Cityzens Membership or to attend games on a match by match basis. The price that qualifying disabled supporters pay is the rate set by the club for its disabled supporters. This rate will be paid by qualifying disabled supporters who provide proof of eligibility at the point of purchase. All Seasoncards, Memberships and match ticket options are subject to availability.

Disabled supporters may apply for home and away match tickets by calling our Access Team on +44 (0)161 444 1894 or by visiting the Etihad Stadium Ticket Office located in the City Store. Applicants must also state whether they require a wheelchair bay or an ambulant ticket and whether they require a ticket for a personal assistant. The Clubs Disabled Ticketing Policy can be viewed at mancity.com/access

ACCESS STATEMENT

The Club's access statement can be found at mancity.com/access and includes information on:

- Changing Places facility at the Etihad Stadium
- Number of wheelchairs available
- Location of induction loops
- Accessible travel and transport to the campus

You will also find a video showing the facilities at the Etihad Stadium enabling you to familiarise yourself prior to your visit.

The Club are also compliant to the Accessible Stadia

SAFEGUARDING CHILDREN & OTHER VULNERABLE PEOPLE

Manchester City takes its responsibilities in this area very seriously. Manchester City operates under the City Football Group's Safeguarding Policy and ensures that there is a designated Safeguarding Officer on duty on any match day or concert. This demonstrates our commitment to helping keep children and vulnerable adults safe.

The policy is available to download from the Club's website and has been endorsed by Manchester Safeguarding Children Board.

On a matchday or other event, if you have a concern about the welfare of child or other vulnerable person, or the behavior of an adult towards them, please speak to a member of staff.

For further information email **safeatcity@mancity.com**

DATA PROTECTION

Each purchaser and guest acknowledges and agrees that the personal data provided by the purchaser to the Club in the purchase of tickets shall be collected, stored and used by the club in accordance with the Data Protection Act 2018 and General Data Protection Regulations 2016/679, and the Club's privacy policy which is published on our website.

SMOKING

Please note that the entire Etihad Campus, including roadways, car parks and concourses, is smoke free. The use of electronic cigarettes is also prohibited and anyone found smoking may be ejected and may receive a stadium ban. Manchester City operates a strict, no re-admission policy and there will not be an opportunity to leave and re-enter the stadium.

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

GROUND REGULATIONS

MANCHESTER CITY
CONSTANTLY STRIVES TO
CREATE A POSITIVE, SAFE
AND FRIENDLY ATMOSPHERE
THAT IS WELCOMING TO
SUPPORTERS OF ALL AGES
AND BACKGROUNDS.



Behaviour at home matches is governed by the Premier League Ground Regulations and Conditions of Issue, which relates to the purchase and use of our Seasoncards, Memberships and match tickets. Supporters who contravene these regulations can expect to be ejected from the Etihad Stadium or Academy Stadium and in serious cases, issued with a stadium ban. It is important to note that the breach of some Ground Regulations may also constitute a criminal offence and the Club will support the police in their enquiries and where necessary, any subsequent prosecution.

We will also look to provide guidance and support to any supporters or other eyewitnesses who report an incident or help to further an investigation.

Where a supporter is identified to have breached the Ground Regulations or brought the Club's name in to disrepute, further action will be taken in line with the guidance within this charter.

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

PROHIBITED ITEMS

The following items are not allowed to be brought in to the Etihad Stadium or the Academy Stadium:

- Pyrotechnics, flares and smoke bombs
- Knives, weapons (or items considered to be weapons)
- Air horns, loud hailers (megaphones) and musical instruments
- Large and/or golf umbrella or any item that may be used as a weapon and/or compromise public safety
- Professional recording equipment (audio and visual) or equipment that is deemed to be professional
- Bags larger than 16.5"x12"x 6.5"
- Food and drink

This list is not exhaustive and further information is shown at the stadium entrances. The complete Ground Regulations can be found at **mancity.com**

We ask that all visitors to the Etihad Campus and surrounding areas respect the homes and property of the residents by carefully disposing of your rubbish, using the toilets provided on the Campus, adhering to the residents parking scheme and being mindful of noise and disruption as you arrive at and leave the Stadium.

AWAY MATCHES

We ask all supporters to act and behave as ambassadors of Manchester City when travelling to away matches. We ask that supporters do not engage in any unacceptable behaviour travelling to and from an away match and within the opposing ground itself.

Examples of unacceptable behaviour include (but are not limited to) breaching the Ground Regulations and engaging in any behaviour or using language which in the opinion of the Club is threatening, intimidating, racist, discriminatory, abusive, or offensive and/or which is likely to cause a nuisance or harassment to any other person or compromise public safety.

This may also include (but is not limited to) bringing hazardous or banned substances in to the ground, the use of illegal drugs and other illegal substances, using foul or abusive language, throwing objects, entry onto

the playing area or any areas where spectators are not permitted, chanting which is racially motivated and smoking in the football ground.

We ask that you respect the staff and stewards of the opposing Club, that you remain seated for the duration of the match and that you do not block aisles or gangways.

The Club reserves the right to investigate incidents at any time that evidence is presented to them and will work with the Police and other authorities where a criminal act has taken place.

The Club sells away tickets in-line with the opposing Clubs guidance and cannot be held responsible for any unknown restrictions that may have an impact on your matchday experience.

When children are traveling to away matches please check with the opposing Club what their rules are regarding the supervision of children as rules can vary. Please ensure that children are safe and properly supervised by a responsible adult before, during and after the game.

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

We appreciate that no two incidents are the same. Our Safety & Security Team will consider all available evidence when dealing with incidents and determining the length of a ban, if applicable. The table alongside indicates the type of penalties that may be issued against supporters. Please note this is intended as guidance only and we reserve the right to suspend a supporter's account whilst the investigation takes place.

Supporters are also advised that:

- bans may carry over from one season to the next
- the number of match bans apply to home matches only but restrictions apply to all matches (home and away) until the number of home match bans has been served
- The Club reserve the right to uplift and/or apply additional sanctions not shown
- Supporters required to sign an Acceptable Behavior Agreement with the Club, may be required to do so in person.

KEY:

Minimum suggested action

Maximum suggested action

Optional action

OFFENCE	EJECTION	WRITTEN WARNING	3-HOME MATCH BAN	6-HOME MATCH BAN	12-HOME MATCH BAN	INDEFINITE BAN
UNACCEPTABLE CONDUCT Persistent standing, visiting supporters in home areas						
DISCRIMINATORY BEHAVIOUR Inside or outside the stadium, including social media						
PERSISTENT FOUL AND ABUSIVE LANGUAGE Towards players, staff, fellow supporters home and visiting						
GENERAL DISORDER Fighting, physical assault						
MISSILE THROWING Objects thrown on to the pitch, in stand, flares, pyrotechnics and smoke bombs (including the lighting of)						
PITCH INCURSION Pre, post or in-game						
ABUSE/AGGRESSION TOWARDS STAFF Verbal or physical abuse						
DRUNK INSIDE THE STADIUM On concourses, in stands and/or hospitality areas						
DRINKING ALCOHOL IN VIEW OF THE PITCH In stands, marked concourse areas, hospitality areas with a view of the pitch		•	•			
TICKETING Touting, mis-use of concessionary tickets, failure to upgrade, accountability of friend or family member using your ticket						
SMOKING Non-compliance in Stadium and on Campus						

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

STADIUM BANS

Our Safety & Security Team reserve the right to issue a written warning or to ban any supporter or other individual from the Etihad Stadium or Academy Stadium for breaches of the Ground Regulations. Where possible stadium bans will be conveyed in writing, whether by email or post, and may also include the suspension of ticket purchasing privileges for away matches.

The banning order will outline the nature of the offence and the specific Ground Regulation that has been breached. It will also indicate the length of ban, either as a fixed number of matches or a period of time. This will be issued by the Club's Safety and Security Team.

Where possible, banning letters will be issued within 7-working days of the match at which the offence took place, or within 1 working day of the next home match (if this follows within a week of the previous home match).

Where deemed appropriate by the Club, the reinstatement of a banned supporter's privileges may be dependent upon them signing and returning an Acceptable Behaviour Agreement.

APPEALS PROCESS

The Club recognises the right to reply for any individual who has been issued with a stadium ban.

Should you be dissatisfied with the final response that you have received from the Head of Safety & Security in relation to your stadium ban, you can appeal the decision to the Club's Head of Supporter Services. All appeals must be in writing, providing a detailed response in relation to the issue or specific point(s) that you are appealing.

Upon receipt, a full review of the issue or specific points(s) raised within your appeal will be conducted independently of the Safety and Security Team. We will seek to respond to any appeal within 10-working days, though this may increase during peak periods or if further investigation is required. We will endeavour to provide updates on our progress should a longer period of time be required.

The findings of this review will be conveyed in writing and will be considered final by the Club.

Should you still remain dissatisfied with these responses, you can escalate this to the Independent Football Ombudsman (www.ifo.co.uk)

Reporting Incidents

We recognise that most supporters come to the stadium to watch a football match and not to listen to abusive or indecent language from the stands. Swearing in the Family Stand is not acceptable. Discriminatory behaviour, which includes, shouting, chanting or actions such as racist, sectarian, homophobic, sexist or anti-disability behaviour, is unacceptable. If you witness incidents like these please get in contact with a steward as soon as you can and report your concerns as this will enable us to act on them as quickly as possible. You can also contact a member of the Supporter Services Team on +44 (0)161 444 1894 or tweet @mancityhelp

Kick It Out is football's equality and inclusion organisation. They operate a matchday telephone reporting service on **0800 1699 414** or you can download the Kick It Out app from **kickitout.org**

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

MERCHANDISE & RETAIL

MANCHESTER CITY
PROVIDES FANS GLOBALLY
WITH ACCESS TO CLUB
RETAIL VIA PARTNERSHIPS
WITH FANATICS AND
EZSHOPNET INTERNATIONAL.

Manchester City work with retail experts to deliver the best customer service to our fans globally.

Fanatics has responsibility for the Club's retail services, including City Stores and online, in the United Kingdom, Europe, the Americas, Africa, Australasia and some parts of Asia.

EzShopNet International provides the club's online retail services for China, Japan, Korea and South East Asia. Based in Hong Kong, this partnership allows us to offer improved shipping costs and delivery times, plus access to local customer service.

All replica strips have a minimum lifespan of one season. Swing tickets are attached to each replica strip stating the season that the strip is in use. Details of the next intended change of kits can be obtained from the Club store. The Club carries out its obligations under the Premier League rulebook to prevent price fixing in relation to the sale of replica strips. We offer refunds on merchandise in accordance with our legal obligations.

Official Manchester City merchandise is available from the following outlets:

THE CITY STORE AT THE ETIHAD STADIUM

Open Monday to Saturday, 9am - 6pm, Sunday 10.30am - 5pm (browsing from 10am to 10:30pm)

ONLINE 24-HOURS FROM THE CLUB'S WEBSITES:

- shop.mancity.com UK, Europe, USA, Canada, Africa, Australasia and Asian countries not listed below
- cn.shop.mancity.com China
- hk.shop.mancity.com Hong Kong
- jp.shop.mancity.com Japan
- kr.shop.mancity.com Korea
- seasia.shop.mancity.com South East Asia

All sites can be accessed via mancity.com and include online FAQ where you will find customer service contact details and information on the returns and refunds, tracking your order, sizing and much more.

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RETAIL SERVICE, FEEDBACK AND COMPLAINTS

Should you have a question, query, feedback or complaint relating to an item purchased within one of the City Stores or via the online store.

In the first instance you should contact a member of the **Retail Customer Service team**



FANATICS	EZSHOP			
Email address: customer.services@shop.mancity.com	Email addresses: China - cn.cs@asiashop.mancity.com Hong Kong - hk.cs@asiashop.mancity.com Japan - jp.cs@asiashop.mancity.com Korea - kr.cs@asiashop.mancity.com South East Asia - seasia.cs@asiashop.mancity.com			
Languages spoken: English and most European	Languages spoken: English and Chinese			
Tel: +44 (0) 161 444 1894 Standard opening hours: Monday to Friday 8am - 8pm, weekends/bank holidays 9am - 4pm* *Please refer to website for any changes to these times	Tel: +852 2456 5521 Standard opening hours: 9am - 1pm and 2pm - 6pm (GMT+8) Monday to Friday (except Hong Kong general holidays)* *Please refer to website for any changes to these times			
Postal address: Customer Service Manager Manchester City Online Shop c/o Fanatics Limited Greengate, Manchester England, M24 1FD	Postal address: Customer Service Manager Manchester City Online Shop c/o- EZshopnet International Limited 10/F, Success Industrial Building, 7 Kin Fat Street, Tuen Mun, New Territories, Hong Kong			

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

COMMUNITY & CHARITIES

MANCHESTER CITY IS COMMITTED TO BEING A GOOD NEIGHBOUR TO THE RESIDENTS OF EAST MANCHESTER AND BEYOND.

COMMUNITY COMMITMENT

In 1986, Manchester City FC formalised a century of commitment to social responsibility with the foundation of its charity, City in the Community (CITC).

Now more than 30 years old, with the support of passionate fans, CITC uses the power of football to promote health, confidence, safe spaces and pathways into training and jobs for young people, working with more than 30,000 individuals in Greater Manchester each year. The charity celebrated its 30-year anniversary in the 2016/17 season.

This award-winning model, developed over three decades, has inspired the community outreach undertaken by each of City Football Group's majority owned clubs, and in 2014 New York City FC and Melbourne City FC each launched independent charities, also called City in the Community.

The three charities share best practice, knowledge and expertise to enhance their impact and understanding.





GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

City in the Community continued to grow its footprint in Greater Manchester through the delivery of over 28,000 sessions to over 31,000 participants.

The foundation built on their current provision of health, education and inclusion programmes with the launch of the Manchester City Community Football Coaching Degree, a partnership with UBTECH to bring STEM and coding skills to local school children, and a donation of six vehicles from Nissan, which have enabled coaches to reach more participants than ever before.

The foundation also played a key part in the Club's Premier League trophy celebrations, as City in the Community apprentice-turned-coach, Shauna Miller, was chosen to present the trophy to Vincent Kompany.

The Club supported more than 800 local good causes and charities in various ways including signed merchandise, bucket collections and working with wish-granting charities such as Make-A-Wish, Rays of Sunshine and Starlight Children's Foundation to grant the wishes of poorly supporters.

Away from Manchester, we've also seen the Club's global community impact continue to go from strength to strength. City currently supports young leaders in 18 cities around the world, who are delivering community football projects to tackle social issues in their local communities.

In June, City Football Academy hosted the fourth annual Young Leaders Summit, welcoming over 70 young leaders from 18 cities for a week-long community football and leadership programme. In partnership with Etihad Airways, the programme included sessions devised to develop and enhance the participants' leadership and community football coaching skills.





GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

OFFICIAL SUPPORTERS CLUB

The Manchester City Supporters Club was formed in 1949 and now has more than 245 branches with a combined membership of over 20,000 based in the UK and Overseas. Membership is open to all those with a love of Manchester City, representing the young and old and is fully inclusive. You can find details of your local branch by visiting supportersclubs.mancity.com





DISABLED SUPPORTER ASSOCIATION

The Established in 1999, the Manchester City Disabled Supporters Association has played an important role in supporting the Club to provide the best access facilities and services for disabled supporters.

The MDSA enables likeminded supporters to join forces to enjoy the match or attend regular meetings whether it's to discuss the latest team news, or the services and facilities that the Club provide.

The MCDSA recognise that each disabled supporter has an individual need.

Wheelchair users are not the only group that the MCDSA support though, they are keen to raise awareness that not all disabilities are visible and are committed to supporting the needs and requirements for all supporters.

To join the Manchester City Disabled Supporters Association or find out more, visit their website mcdsa.co.uk or email mark@mcdsa.com

For further access information can be found at mancity.com/access

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

PROMOTING EQUALITY AND DIVERSITY

At Manchester City we are driven by a passionate belief that football's values of performance, teamwork and sportsmanship can empower people to lead better lives, and have made a commitment to embed quality and diversity at every level within the Club.

We will ensure that everyone who is involved with or connected to Manchester City, whether a fan, community participant, player or member of staff, receives equal treatment irrespective of age, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity, ethnicity, religion or belief, sex or sexual orientation.

As part of Manchester City's work in this area, the Club has been awarded the Advanced Level of the Premier League Equality Standard.

The Standard, which was reviewed by the Premier League in 2015 to replace and build on Kick It Out's Equality Standard for Professional Football Clubs, is designed to reflect current equality legislation and case law, and provides a framework to guide professional football clubs towards achieving equality, ranking them Preliminary, Intermediate or Advanced.

To achieve the Advanced Level of the Premier League Equality Standard, clubs undergo an assessment led by a panel of independent experts and must demonstrate that they are committed to a cycle of continuous improvement with regards to equality, and that it is mainstreamed throughout their organisation.

Following Manchester City's assessment in June 2018, the panel commended the Club's palpable enthusiasm and commitment to furthering equality and diversity and noted the close alignment between the Club's philosophy and inclusion.

This document is available in alternative formats and multi-language, please email access@mancity.com to request.



GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

STAFF

Manchester City expects and requires all employees to conduct themselves in accordance with the highest ethical standards and in a way that is congruent with our core values. Club employees are expected to maintain these standards on and off Club premises.

The Club recognises the right of every individual to equality of opportunity, both in respect of its employees and its contractors, customers, supporters and members of the community. In addition, the Club values respect and promotes opportunities of cultural diversity and will approach equality in spirit, in practice and with total commitment.

OUR EMPLOYEES

All people employed by the Club are employed on the grounds of their ability and capabilities in respect of the role(s) they undertake and in the on-going development of Manchester City. Personal and continued professional development is actively encouraged and supported. Internal promotions are based on suitability for the task(s) and behaviours with performance measured through feedback and appraisal.

The Club enjoys positive and constructive relations across its communities as it has done for many years. This is achieved through the recognition of common ground, active engagement with all people and through the value and efforts it places on these relations.

It is Club policy to ensure that all employees receive the Living Wage and we work closely with our partners and sub-contractors, where possible to do the same.

INVESTORS IN PEOPLE

Manchester City has held Investors in People since 2013 and has been awarded a 'Developed' Investors in People recognition along with the award for Health & Wellbeing.

We were the first Premier League Football Club to receive Investors in People recognition and this is testament to the hard work and commitment to people-related matters from those who work and develop their careers here.

Manchester City is the only sporting organisation to have been recognised as an employer of choice within the 'Great Place to Work' survey and has remained in the top 30 employers consecutively since 2015.

We are proud of the awards received in recognition of the activities undertaken at Manchester City to maintain and support a healthy, diverse, productive and highly engaged workforce.

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

COMMUNICATION

THE CLUB WILL COMMUNICATE WITH STAKEHOLDERS, SUPPORTERS AND THE GENERAL PUBLIC ON REGULAR INTERVALS. Through forums, questionnaires, focus groups and by the publication of current policies on major issues in a clear and precise manner. These include:

- Regular dialogue and meetings with local community groups
- Regular attendance at meetings with the Manchester City OSC (Official Supporters Club) www.mcfcsc.com and the Manchester City Disabled Supporters Association (MCDSA) www.mcdsa.co.uk
- Regular meetings with recognised supporters' associations/groups
- The annual Premier League fan survey
- City Matters, fan representative initiate www.mancity.com/citymatters
- Cityzens Voice online forum
- Manchester City customer experience surveys, forums and panels which will be on-going throughout the year
- Manchester City Blueprint. Supporters can sign up to receive the official club newsletter

Details of any major policy decisions or changes at the club will be published in the matchday programme and on the Club website at **mancity.com**

We aim to keep supporters up to date with the latest Manchester City news and our website is regularly updated with news, highlights, and interviews as well as containing information regarding the Club, tickets, hospitality and other areas.

ONLINE AND SOCIAL MEDIA

The Club regularly uses Twitter (twitter.com/mancity) where it communicates with over 4 million supporters and followers. Our Facebook account (facebook.com/mancity) provides information and photos to another 24.5 million supporters. You can also follow the Club on Instagram (instagram.com/mancity) and Twitter @mancitywomen, @citctweets and @mancityhelp

GUIDANCE NOTES FOR SUPPORTER ENGAGEMENT AND COMMUNICATION

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