

# **CITY MATTERS MEETING - MINUTES**

**CFA HQ Boardroom**

**Wednesday 14<sup>th</sup> August 2019**

## **Attendees**

### **Fan Representatives Present**

Matty Dove	<b>Under 25s Representative</b>
Kevin Parker	<b>OSC Representative</b>
Adam Purdue	<b>Families &amp; Young People Representative (Chair)</b>
Patricia Robinson	<b>Over 65s Representative</b>
Colin Savage	<b>Seasoncard Holders Representative</b>
Simon Walker	<b>Seasonal Hospitality Representative</b>
Sophie Boden	<b>Female Supporters Representative</b>
Andrew Bucknall	<b>BAME Supporters Representative</b>

### **Club Representatives Present**

Omar Berrada	<b>Chief Operating Officer</b>
Danny Wilson	<b>Operations Director</b>
Clive Wilton	<b>Facilities Director</b>
Andrew Taylor	<b>Head of Catering</b>
Elliot Ward	<b>Public Relations Manager</b>
Chris Robinson	<b>Operations Development Analyst</b>

### **Apologies**

Andrew Gilligan	<b>Head of Research and Insights</b>
Lisa Eaton	<b>Head of Supporter Services</b>

## Agenda

1. **New City Matters representatives**
2. **Operations update**
3. **125<sup>th</sup> Anniversary season**
4. **Promoting City Matters**
5. **Q&A**
6. **AOB**

### ITEM 1

#### New City Matters representatives

TOPIC	SUMMARY
New City Matters representatives	<p>Manchester City opened voting between 1<sup>st</sup> and 9<sup>th</sup> August for the positions of Disabled Supporters and LGBTQ Supporters representative.</p> <p>Mark Todd and Francesca Lever have been elected to the positions of Disabled Supporters and LGBTQ representative respectively. Mark and Francesca will join City Matters for the next full group meeting with the Club. They will also have the opportunity to meet the other representatives beforehand at their own meeting should they so wish.</p> <p>The Club apologised for the malfunctioning software which caused the voting poll to crash twice. On both occasions, the Club worked directly with the supplier to resolve the issue as quickly as possible. The Club took the decision to extend the voting timeline from 7<sup>th</sup> to 9<sup>th</sup> August to mitigate the impact of the crash. Moving forward, the Club will seek additional assurances from the software supplier that no such problems will affect any future votes.</p>

### ITEM 2

#### Operations update

TOPIC	SUMMARY
Operations update	<p>Facilities Director, Clive Wilton, and Head of Catering, Andrew Taylor, attended the meeting to provide an operations update. This included catering, sustainability and the match day experience.</p> <p>The City Matters catering subgroup has worked closely with the Club to develop a strategic brief for catering supplier Fabulous Fan Fayre.</p> <p>For the new season 24 additional service terminals are being added to Level 3, along with 5 new portable draught beer carts and new food &amp; beverage service carts.</p>

Following feedback from the City Matters sub-group additional portable beer carts will be introduced in Level 1 to reduce the queues for kiosks, and carts will be deployed in Level 2 for the areas which cannot access a kiosk.

Last season fast pour beer jets were installed for trial in Level 1 and following positive feedback another 5 of these will be rolled out this season.

The Club has spent a lot of time looking at technology to improve the fan experience with regards to ordering in general admission seating areas. We are yet to see examples of where this has worked successfully at other football clubs but will continue to monitor and review.

In the Commonwealth and 1894 bars as well as Joe's, we will be introducing a table service app for pre-order drinks at half time.

The Club has worked over the close season to improve the food quality across the stadium. The objective that was set by the Club was to deliver better quality at the same price for our supporters.

We have discounted the price of Heineken draught beer by 50p and have extended the discounts available to Cityzens card holders. They will now receive a 10% discount on all food and beverage that they purchase on the matchday.

Burger patties have increased from 4oz to 6oz, pies will increase in size by 100 - 125 grams, and a range of vegan products will be introduced across the stadium.

In addition to presenting more information within the stadium about the provenance of our food we are also launching a quality assurance team. These team members will be deployed across the stadium to monitor the quality and speed of service.

The Club's premium bars have also been upgraded to include increased table service options as well as a wider range of seating options.

In 93:20 Fish and Chips will be given a central outlet that will only serve this product. The portions will increase in size and the quality will also be improved.

The Commonwealth Bar will be upgraded to offer a bistro menu and a half-time snack booth will also be available.

All kiosks in Level 1 have been rebranded as 'City Kitchen' and 'City Bar'.

New uniforms for staff will be introduced and these will include trainers and jeans, which must be predominantly black in colour. The Club wants to ensure that staff feel comfortable when they are working and in turn provide a higher level of service to our supporters.

'Disney' style queues will continue to be rolled out across the stadium following successful trials last season.

There will be upgrades to seating in the Level 2 concourses to give supporters more areas to eat and drink.

Joe's is the club's first fully cashless area in the stadium, with 60% of areas stadium wide now cashless too.

The City Matters catering subgroup has taken part in recent trials and welcome the improvements the Club has taken on board regarding their suggestion of more food and beverage carts.

The Club has increased its provision of training for match day staff. All staff for the 2019/20 season has undertaken a match day service training programme.

A new incentive programme has been introduced for catering partner Fabulous Fan Fayre's staff, to improve efficiencies and service standards.

In November 2018, the Club set up its own internal Sustainability Working Group which meets monthly and has worked to enhance operational sustainability with a focus on plastic, waste, energy and transport, on both match day and non-match day.

The Club is a lead member of Manchester Climate Change and is committed to achieving the 2038 targets of Net Zero CO2.

A 'Keep Cup Scheme' initiative was trailed last season in 93:20 and following the success of this it has been extended to Level 3.

The Club has removed all plastic straws, sauce sachets, knives, forks and spoons throughout the stadium.

Joe's is our first area within the stadium which is now completely single use plastic free.

All plastic from the CFA Academy building has also been removed.

City Matters representatives ask if the Club is still considering wind energy as part of its sustainability initiatives.

	<p>The Club comments that long term sustainability initiatives are currently being reviewed and new technologies will continue to be considered, including wind and solar.</p> <p>The Club presented a sustainable transport plan for match day car parking to the City Matters group.</p> <p>City Matters representatives ask the Club how many cars come to the stadium on a match day. The Club advise that Blue car park holds approximately 3000 cars. 44% of our match day supporters use a car and of those 30% are single occupancy</p> <p>The City Matters group provided feedback to the Facilities team on the suggested changes, with a requested objective to focus on encouraging multiple occupancy and early arrival at games, to reduce congestion. These will be reviewed, and an updated proposal will be shared with the group.</p>
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**ITEM 3**

**125<sup>th</sup> Anniversary Season**

<b>TOPIC</b>	<b>SUMMARY</b>
125 <sup>th</sup> Anniversary season	<p>The Club shared an overview of the 125<sup>th</sup> Anniversary season launch event held at City Football Academy for 125 invited guests, which include the Club’s supporters.</p> <p>The Club’s 125<sup>th</sup> anniversary shirt was worn at the Community Shield and replicas will be available for supporters to purchase.</p> <p>The Club has announced a season long fundraising initiative to support City in the Community’s ongoing work to tackle social issues in Manchester.</p> <p>All funds raised will be channelled towards this initiative and, at the start of the 20/21 Premier League campaign, a new five-year programme will be launched – specifically focused on children’s development - to leave a legacy from the Club’s 125<sup>th</sup> season.</p> <p>The Club has plans for celebration activities across the season and will share these with supporters.</p>

**ITEM 4**

**Promoting City Matters**

<b>TOPIC</b>	<b>SUMMARY</b>
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Promoting City Matters	<p>Pre-match interviews on City Square or at West Reception on selected matchdays before player arrival.</p> <p>Half-time announcements over PA system for every home fixture until the end of the season reminding the fans of City Matters and how to contact their representatives.</p> <p>Programme content taking the form of a blog written by a different fan representative for each selected issue. The aim being to have a piece in every other matchday programme.</p> <p>Cityzens Matchday and Seasoncard holder email with all 10 representatives to be distributed.</p> <p>Supporter Services scheduled Tweets (@ManCityHelp) providing fans with information regarding the publication of minutes and contact details for the fan representatives.</p> <p>Regular feature on the Cityzens platform informing fans of any recent developments and how to contact their representative.</p> <p>The Club will also look at identifying additional support internally to work closer with the City Matters group and provide administrative support.</p>
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## ITEM 5

### Q&A

TOPIC	SUMMARY
Collect-at-Destination: will the club confirm that the random selection of tickets will include corporate/seasonal hospitality tickets and not just Seasoncard holders?	Yes. Both Hospitality seasonal members and any OSC tickets will be included in this process.
Please offer an update on the case involving high pricing and inferior seats on tickets bought via authorised 3rd party site	The Club is in direct contact with the supporter that raised this issue and also the company the tickets were purchased from to resolve the issue.
Please offer update on case reported on 18th July relating to unauthorised 3rd party ticket sales in the away end at West Ham	<p>The Club is aware of tickets being made available for purchase on unofficial third-party sites for both home and away matches.</p> <p>The Club does not authorise any third party to resell tickets for away matches. Where evidence is provided of tickets being made available to purchase on such sites it will investigate and if specific</p>

	<p>seat details can be obtained, contact will be made with the supporter who the ticket is allocated to, and action taken.</p> <p>In many instances away tickets are listed on sites without the seller being in possession of the respective tickets.</p> <p>The matter is ongoing, and we are working hard to address this issue.</p>
<p>Please offer an update on the Seasoncard Amnesty.</p>	<p>As agreed with the City Matters Ticketing Sub Group, the Club will gauge demand by sending all Seasoncard holders a registration form asking supporters to detail what changes they would like to make. The Club will then propose a window prior to Seasoncard renewals (and post season) where supporters can call to make changes. The Club will communicate details regarding this to supporters in early 2020</p>
<p>Cityzens Matchday members have had difficulty finding tickets together as the new system shows number of unsold seats by section as opposed to number of unsold seats next to each other by section. Having to check every section individually makes it very difficult to get 3 seats together for high profile games.</p>	<p>The Club is looking to improve the journey over the coming months, which will involve the incorporation of colour coded blocks to show availability along with a 'best available' search which guarantees seats together.</p>
<p>Why is the Community Shield kit being sold as a limited edition?</p>	<p>While only 1,894 limited edition boxed shirts were produced, the replica version of the shirt will be available in larger quantities along with other 125<sup>th</sup> anniversary products.</p>
<p>Is the club aware that the toilets on the ground floor concourse have open bars that look outside the ground? Has anything been done to prevent people on the outside from passing items through the bars to those who have already been searched?</p>	<p>All the entrances to the tower toilets on the ground floor concourse have had a perspex sheet fitted to both improve safety (stopping things being passed through the rails) and to improve the customer experience by keeping the concourse and walkway to the toilets warmer and drier.</p>
<p>Why was a ramp removed and replaced by a step making accessibility almost impossible for a fan?</p>	<p>The work undertaken was to our super risers (raised platform) where our fans in wheelchairs are located on level one as a result of a Level Playing Field report.</p>

	<p>The reason for the work was so that companions of people in wheelchairs could watch the match sitting next to them whereas previously they would have to sit behind them.</p> <p>To create the increased room needed a ramp was removed at one end of the platform but retained at the other end for access. This change was approved by Level Playing Field and passed by Building Control.</p>
Why didn't City publish a cash-flow statement as part of their annual financial report?	As City Football Group is the highest UK holding company for Manchester City's activities, a consolidated cash flow statement is included in CFG's accounts, which are available at Companies House.

## ITEM 6

### AOB

TOPIC	SUMMARY
Away ticket collection	Representatives asked if there was any way that they could contact fans to get feedback on experience of ticket collection points at away stadiums. The Club advised that this may not comply with GDPR but will research and report back at next meeting.
Ticket Exchange	<p>Representatives had previously informed the Club that they had received feedback from supporters asking for more information about the Ticket Exchange and how it works.</p> <p>The Club agreed on the importance of communicating the benefits of listing tickets for matches supporters cannot attend and will send an email communication before the season begins.</p> <p>City Matters has also worked with the Club to recommend changes including the maximum number of games for which you can list your Seasoncard on the Ticket Exchange. This has increased from 6 to 10 games for the 2019/20 season.</p>