

# **CITY MATTERS MEETING - MINUTES**

**CFA HQ Boardroom**

**Wednesday 8<sup>th</sup> May 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</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>

### **Club Representatives Present**

Omar Berrada	<b>Chief Operating Officer</b>
Danny Wilson	<b>Operations Director</b>
Andrew Gilligan	<b>Head of Research and Insights</b>
Elliot Ward	<b>Public Relations Manager</b>
Ryan Hawkins	<b>Operations Development Executive</b>

### **Apologies**

Andrew Bucknall	<b>BAME Supporters Representative</b>
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## Format and Structure

Each City Matters meeting will be divided into three parts with two main topics tabled for discussion, these can be items put forward by the Club and/or Fan Representatives, followed by a Q&A.

### Agenda

1. Ticketing and Seasoncards
2. Q&A
3. AOB

#### ITEM 1

#### Ticketing and Seasoncards

TOPIC	SUMMARY
Ticketing and Seasoncards	<p>As requested by fan representatives, the meeting was dedicated to discussing ticketing and Seasoncards.</p> <p>The Club shared information about Seasoncard renewal rates from the 15/16 season through to 18/19. Seasoncards continue to sell out each season and the renewal rate was the highest ever recorded in summer 2018. The vast majority of Premier League games are also sold out.</p> <p>The Club informs fan representatives that a key objective is to ensure that as many fans as possible are able to access games at the Etihad Stadium.</p> <p>One area of focus for the 19/20 season will be ticket utilisation, ensuring those that cannot make a fixture, understand how they can list their tickets on the exchange. This will provide them with a ticket refund, and importantly allow their ticket to be purchased by another fan who wishes to attend.</p> <p>The Club carries out surveys throughout the season with findings indicating that satisfaction results are high, and fans feel that Seasoncards are value for money.</p> <p>The Club's data shows that on the lower priced Seasoncards, utilisation is more of an issue, where supporters are choosing not to attend, and are not listing on the ticket exchange either.</p> <p>The Club will look at how it can better target those fans who are not listing and inform them of the benefits, beyond the financial refund. The Club believes that this will allow more fans to attend fixtures and will benefit the team in terms of freeing up tickets for new fans to attend. It will also contribute to improving the stadium atmosphere. The City Matters representatives welcome this from the Club.</p>

Fan representatives ask how technology can be used to support this process as the current system isn't simple or easy enough. It is suggested that using an app would encourage more fans to list rather than leave their ticket unused. The Club agrees to explore how technology can be used to support the ticket exchange system.

Fan representatives suggest that kick-off times, mid-week fixtures and late changes towards the end of the season with fixture congestion contribute to no-shows. The Club agrees that this is a factor and will continue to identify the reasons as to why fans are unable to attend certain fixtures.

Fan representatives suggest that, instead of placing all tickets for all home Premier League matches on sale in July, some tickets could be held back from sale for fixtures until the schedules have been confirmed for TV. This way, those supporters who are unable to commit so early to a fixture where the date and/or time could move due to broadcast selection or Cup progression still have an opportunity to purchase tickets.

Fan representatives ask if the Club has considered introducing concession prices for Over 65s in hospitality. The Club comments that this has been raised before and is something that is being explored.

The Club and fan representatives discuss ways to engage new fans and grow the Club's fanbase with a younger generation. It is suggested that if Seasoncards are not renewed in certain areas including the South Stand, they could be changed to match by match sales, with priority access for younger supporters. The fan representatives agree that this approach would be a good idea. The Club will take this away for further consideration.

The Club and fan representatives agree that we should take a long-term approach based on the average age of the fans who attend matches and the collective view that we want to build for the future.

The Club reference the fact that over time the family area has grown to include a wider mix of age ranges due to Seasoncard renewals. The requirement for adults to be accompanied by at least one supporter under the age of 18 hasn't been enforced for a number of seasons as availability in other areas of the stadium is limited. The Club suggests that it would like to ensure that Level 2 seating in the North Stand is focused on families and that those fans who no longer qualify are asked to relocate ahead of the 2020/21 season. Level 1 of the North Stand would officially revert to an area available for all supporters to purchase Seasoncards or match tickets from the start of the 2020/21 season. This is welcomed by the fan representatives.

Actions:

	<p>It is agreed that fan representatives will focus on non-attendance and ways to address this, considering the fact that the majority of cases are connected to the lowest priced Seasoncards, where there is less of an incentive to list on the ticket exchange.</p> <p>The Club will look at the ticket exchange system and ways to make this more user friendly.</p>
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## Item 2

### Q&A

TOPIC	SUMMARY
Where are the minutes from the last meeting?	The minutes have now been published on the Manchester City website
City Matters website- the font is still misaligned on phone screens and Mark Barber and John Browne, who have resigned from City Matters, still have their profiles up. Can the site be amended please? What has happened to emails sent to them since they stood down?	<p>This has been passed to our digital team who are aware of the site issue.</p> <p>Profiles for the LGBTQ and Disabled Representatives have now been removed from the City Matters website page.</p> <p>The emails are still open so a response to any questions can be provided in due course. The Club suggest that in the interim emails are directed to the City Matters inbox.</p>
Can we have an update on the process for selecting the two new representatives please?	The Club would like to suggest that the nominations for fan representative positions are opened week commencing 3rd June.
Seasoncard amnesty: we thought fans were more likely to take this up if it was run after Seasoncard renewal and that renewal packs could include a form stating this was the time to go ahead with the name change - can this be done?	The Club is supportive of the introduction of a one-off Seasoncard amnesty. We will confirm the process, including dates, in the coming weeks but this will not commence until after the Seasoncard renewal period.
We would like to suggest a flyer is included in the Seasoncard welcome pack for U25s about the U25 away ticket ballot and the	<p>The Club would suggest a targeted email is sent to U25 Seasoncard holders to share this message.</p> <p>Fan representatives expressed concern that some people are not receiving emails the Club think they are receiving. The Club will</p>

<p>need to register for it – can this be done?</p>	<p>undertake an exploratory investigation of this through City Matters representatives' profiles and provide an update.</p>
<p>U25 ballot: Will the Club ensure the data will be monitored in terms of understanding who the tickets are going to, and can we tweak the system if needed?</p>	<p>Yes, the introduction of the scheme will be monitored and reviewed by the Club and the City Matters forum.</p>
<p>The text advising of away tickets going on sale was not sent for the Burnley game and some people may have missed out on tickets as a result – can you advise?</p>	<p>The Club would like to apologise for this system error.</p>
<p>Bag lanes: “Are there any statistics for the number of women against the number of men who bring bags? What I take issue with is the use of one lane only when others have much shorter queues, the rudeness at times of the stewards and the ineffective check they do. I also fail to see the purpose of the tag they place on your bag, this takes them time and doesn't keep the queue moving as quickly, and if I'm honest I rip it off the moment I'm in the ground” – could there be a way to improve this?</p>	<p>The safety and security of supporters is of paramount importance to Manchester City and we implement the necessary matchday security measures to ensure a safe matchday experience for everyone. As we regularly communicate to supporters, we encourage all visitors to the Etihad Stadium to allow plenty of time to pass relevant security checks and enter the stadium. The Club will continue to review procedures for bag lanes and security checks to minimise disruption for supporters.</p>
<p>Why is there a waiting list for Seasoncards when there are so many empty seats?</p>	<p>Each season the Club sells out its full allocation of Seasoncards at the Etihad Stadium. A waiting list is in place to ensure that a fair system is in place should Seasoncards become available.</p>
<p>Why is the Wi-Fi reception so dependent on position in the Stadium?</p>	<p>The Club is working with O2 to improve the Wi-Fi reception throughout the stadium.</p> <p>The Club is also working to improve the 4G signal.</p>

<p>Are City thinking of introducing a TV channel like other Premier League clubs?</p>	<p>There are currently no plans to introduce a TV channel. Manchester City provides a range of content which is accessible across multiple platforms.</p>
<p>How do I obtain an away ticket when residing abroad and over for a visit and wanting to be with City supporters?</p>	<p>Tickets for away matches are made available to supporters based on specific criteria which, subject to the competition, include Ticket Points and subscription to the respective Cup Scheme. Seasoncard holders receive priority access to away tickets, followed by Cityzens Matchday Members. On occasions where tickets remain, these are made available to Cityzens. The sales criteria for away match tickets is typically published on the Club website approximately four weeks prior to the respective match.</p>
<p>All soft drinks had been sold. The pleasant assistant declined to provide tap water. She simply pointed at two display cabinets which still contained beers but no (Oasis, Cola, Fanta) soft drinks at all Should free tap water not be provided in this case?</p>	<p>In such instances, where we are able to do so, we will provide a cup of tap water, if requested, from any service kiosk or bar.</p>

### ITEM 3

### AOB

TOPIC	SUMMARY
AOB	<p>Fan representatives comment that smoking is still taking place within the stadium toilets. The Club notes this and will continue to increase the presence of match day stewards in these areas across the stadium.</p>