

# **CITY MATTERS MEETING - MINUTES**

**CFA HQ Boardroom**

**Thursday 28<sup>th</sup> March 2019**

## **Attendees**

### **Fan Representatives Present**

|                   |   |
|-------------------|---|
| Andrew Bucknall   | <b>BAME Supporters Representative</b>             |
| 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>        |

### **Club Representatives Present**

|                 |                                      |
|-----------------|--------------------------------------|
| Omar Berrada    | <b>Chief Operating Officer</b>       |
| Danny Wilson    | <b>Operations Director</b>           |
| Lisa Eaton      | <b>Head of Supporter Services</b>    |
| Andrew Gilligan | <b>Head of Research and Insights</b> |
| Elliot Ward     | <b>Public Relations Manager</b>      |

### **Apologies**

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| Sophie Boden | <b>Female 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. Fan Representative update
2. Minutes, meeting format and promotion of City Matters
3. Sub group updates
4. Match day atmosphere
5. Match day programme

### ITEM 1

#### Fan Representative update

| TOPIC                     | SUMMARY   |
|---------------------------|---|
| Fan Representative update | <p>Ahead of the meeting Mark Barber (Disabled Supporters Representative) and John Browne (LGBTQ Representative) advised the Club that they will be standing down from their positions as City Matters representatives.</p> <p>The Club will speak to both Mark and John to discuss their decision and understand why it is they have chosen to step down. Any feedback and learnings will be shared with City Matters group.</p> <p>The Club and fan representatives discuss next steps and agree applications for the two posts will be re-opened.</p> |

### Item 2

#### Minutes, meeting format and promotion of City Matters

| TOPIC                     | SUMMARY   |
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| Promotion of City Matters | <p>The Club and fan representatives discuss promotion of the City Matters group and individual representatives.</p> <p>City Matters is promoted around the Etihad Stadium, with opportunities for fan representatives to be interviewed at both Colin Bell Stand reception and City Square. The Club has also introduced a column in the match day programme written by fan representatives.</p> <p>It is agreed that the Club will look to target specific groups which are most relevant for each representative via email and the Cityzens portal.</p> |

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|  | <p>It is agreed that consultation on specific issues and questionnaires could be produced by the Club on behalf of fan representatives and shared with respective groups. Fan representatives will take this away and develop a proposal to be shared at the next meeting.</p> <p>More traditional methods of gathering feedback are discussed including suggestion boxes within the stadium and notice boards.</p> <p>The Club agree to look at the development of a forum hosted at the Etihad for face to face meetings with fan representatives in attendance.</p> <p>There is agreement that a maximum of four sub-groups will be introduced to ensure that we are able to deliver on set objectives.</p> <p>These will cover: Catering, Ticket Points, Equality and Diversity, and Atmosphere.</p> |
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### Item 3

#### Sub-group updates

| TOPIC      | SUMMARY  |
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| Sub-groups | <p>The catering sub-group provided an update to the wider group following their recent meeting with Club representatives.</p> <p>Staff training and specific modules will be introduced before the end of the season to improve service levels.</p> <p>Trials within Joes and 93:20 of contactless only tills will take place at the Cardiff home fixture (3<sup>rd</sup> April).</p> <p>Trials on multi-pour beer systems will take place within the stadium before the end of the season.</p> <p>Environmental sustainability will continue to form a key part of the club's thinking in this area. Any new initiatives which are introduced will ensure that the fan experience is improved, and environmental impact is reduced.</p> <p>Ticketing sub-group:</p> <p>There was a report from the first meeting of the ticketing sub-group, at which there had been a presentation on the ticketing system. Many of the initial teething problems have been resolved and there are a significant number of strategic developments planned. The sub-group have asked if they could be kept up to date with the system development plans. Discussions for change ahead of the 19/20 Season were;</p> |

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|  | <ul style="list-style-type: none"> <li>• 18-25 ballot process, finalised the process though it was agreed by both the City Matters Fan Reps and the Club that the tickets for this would be sourced pro-rata from all 3 groups (seasonal hospitality, supporters clubs and seasoncard holders) rather than just coming from the allocation for Seasoncard holders.</li> <li>• UEFA Away official travel – how to increase supporter take up ensuring priority is given to those that already travel with Thomas Cook Sport</li> <li>• Seasoncard ‘amnesty’ – finalise the process that this could this be offered.</li> </ul> <p>The next ticketing sub-group will take place Wednesday 3rd April, where the above will be clarified and updates provided within the next meeting minutes.</p> <p>In addition and ongoing discussions are</p> <ul style="list-style-type: none"> <li>• The possibility of a ‘seat swap’ facility was raised, whereby fans could simply swap seats with other fans on a seasonal basis, rather than having to go through the relocation process.</li> <li>• It was agreed that any significant change away from the current ‘lifetime’ point accumulation system would need time to consider and any changes would be implemented for the 2020/21 season.</li> </ul> |
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#### Item 4

#### Matchday atmosphere

| TOPIC                | SUMMARY  |
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| Match day atmosphere | A sub-group will be set up to meet with key representatives from across the Club to discuss this area. |

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|  | <p>At the first sub-group meeting the Club will share a presentation on the work that has been delivered to date in this area and ideas for future development.</p> <p>Fan representatives suggest that key areas that they would like to address include:</p> <p>Generating an atmosphere before games around the stadium, including activities outside the stadium as well as within concourses.</p> <p>The Club will propose an agenda for this meeting and will work with the fan representatives to set objectives.</p> |
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## Item 5

### Matchday programme

| TOPIC               | SUMMARY   |
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| Match day programme | <p>Fan representatives have received feedback which suggests the programme could be improved.</p> <p>It is suggested that the size is too large and could be reduced, that the price point is too high and there are too many adverts. It is also suggested that the quality of the content could be improved.</p> <p>The Club inform the fan representatives that approximately ten thousand programmes are distributed on a matchday.</p> <p>The Club and fan representatives discuss the ways fans source information outside of the match day programme including the app, website and social media. It is agreed that the programme continues to be an important cultural symbol of the matchday day and should continue to be printed.</p> <p>It is agreed that the Club will look at how they can make the programmes smaller in size and add in additional content. This feedback will be sent back to the programme producers.</p> |

## Item 6

### Q&A

| TOPIC | SUMMARY |
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|  | <p>It is the responsibility of the Club to ensure that everyone who attends these matches has a safe and enjoyable matchday. The profile of supporters for these matches does change from a standard Premier League or Domestic Cup match, so it should never be assumed that a new fan or visitor from outside of the UK is not a Manchester City supporter.</p> <p>*Numbers shown relate to the Group Stages, as the competition progresses some allocations increase.</p>  |
| <p>Ticket points suggestions?<br/>Are these going to be in place for next season (i.e. no points for away games and the 18-25 ballot)?</p>   | <p>These points will be finalised and agreed in the next Ticketing Sub Group meeting to be held on Wednesday 3 April. Fan Representatives present at this meeting are;</p> <ul style="list-style-type: none"> <li>• Kevin Parker, Official Supporters Club</li> <li>• Colin Savage, Seasoncard Holder</li> <li>• Simon Walker, Seasonal Hospitality</li> </ul>  |
| <p>The Tunnel Club. There are a few thousand seats that aren't held by seasoncard holders and, as a minimum, this group should have access to these seats as a permanent move, should they wish to move.</p> | <p>Since the impacted supporters were relocated, they have been offered a priority window within the renewals process for every subsequent season, to enable them to consider an alternative seat, from those that were available.</p> <p>A high number of supporters have already been able to seek alternative seats in adjacent blocks, close to their original seat. At the time of initial relocation, any seat that was not purchased by a Seasoncard holder within the renewals window, was released and offered to those impacted. We also attempted to contact every supporter directly to ensure that they were provided with every possible opportunity to access seats available.</p> <p>As the price freeze is no longer valid from the 2019/20 season onwards, the process for impacted supporters will be exactly the same as it has been for the last 2-seasons. They will be given an exclusive priority window to enable them to select from any available seat in the stadium, prior to the relocation window opening for any other supporter.</p> <p>We acknowledge the impact the relocation has had on supporters and have ensured that they have been fully supported throughout the process to secure the best available alternative seats to suit their needs.</p> |
| <p>Has something happened to the Memorial Garden? It seems to have disappeared. Can the club clarify please?</p>   | <p>The Memorial Garden has not moved from the Etihad Stadium, it can be found outside 'S' door in front of the Colin Bell Stand.</p>  |

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| <p>Opposition fans in Family Stand seats, described as "club seats" when there have been complaints. Can the club clarify the status of these seats and whether they've been given out to opposing fans?</p>   | <p>The Club never knowingly sell tickets to supporters of the opposing team. For high profile matches restrictions are in place to ensure that those that are buying have previous purchase history and have attended matches at the Etihad Stadium.</p> <p>These seats are sold seasonally, and we have no reason to believe they have been given out to fans of opposing teams. If there is additional supporting evidence, then it is requested this is presented direct to the Club.</p> <p>The Club notes that information regarding location of the seats has been provided.</p>  |
| <p>For the CL QF at Spurs, can the club arrange for later trains to be put on back from Euston? There used to be midweek trains to Manchester for the London-based fans so there is clearly the ability to arrange something. Given that we have a number of games in London coming up, plus a potential FA Cup Final, is there any other way the club can help fans either logistically or financially, who want to travel to these games?</p>                                | <p>For the UEFA Champions League Quarter Final away match against Tottenham, supporters will be able to book official Club return coach travel with Thomas Cook Sport, at a cost of £40 per person.</p> <p>For the FA Cup Semi-Final against Brighton &amp; Hove Albion at Wembley Stadium, the Club have subsidised the official return coach travel by with the cost reduced to £20 per adult and £10 per concession (Under 18 and Over 65) (Standard price is £40 per supporter, no concessions)</p>   |
| <p>This question was raised last time but wasn't understood properly. It related to people who had the seats they were sat in re-graded to a higher price band from one season to the next, yet still faced a price increase on top of the re-grading. The club seemed to think it related to a move from one seat to a more expensive seat or an upgrade from concession to adult but the seasoncard holder said they were in exactly the same seat in those two seasons.</p> | <p>From the 2015/16 season, the Club restructured pricing on Level 1 and 3 of the Colin Bell and East Stands. In each of these areas, there are three different prices within a block, which aligned to the pricing model implemented in the expanded South Stand. At the time, when compared to season 2014/15, this resulted in some seats reducing in price, some seat prices being frozen and others increasing in price, within a specific block.</p> <p>With regards to the specific seat that was provided, the split for pricing is;</p> <ul style="list-style-type: none"> <li>• Price band A - Rows A-P</li> <li>• Price Band B – Rows R-Y</li> <li>• Price Band C - Rows Z-DD</li> </ul> <p>Should any supporter wish to discuss their personal circumstances, we ask that they contact the Supporter Services team.</p> |

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| <p>Regarding the changing of access under the Safety at Sports Ground Act, specifically the access from Ashton New Road to the area around gates K &amp; L and the turnstiles. As previously mentioned, the club are supposed to clear these with the local authority, but no application was raised.</p> | <p>All of the barriers plans and green fence lines sit within the Safety Certificate, which have been seen and agreed with Building Control. Should any supporter wish to discuss this with the Safety Team they would be happy to discuss with them directly</p>  |
| <p>Whenever I attend a match at the Academy Stadium, particularly youth games, teamsheets are always in short supply. Can City use the scoreboard to display team info for both teams?</p>  | <p>Ordinarily we would do this however we don't have a jumbo screen in the Academy Stadium at the moment, it is being installed in May /June ahead of the new season. For the 2019/20 season, the team sheet and other content will be on the screens. We will ask that more team sheets are made available.</p>   |
| <p>Is there any update on the proposed stadium expansion that was workshopped a few months ago?</p>   | <p>As part of Manchester City's ongoing review of the matchday experience, the Club assessed a number of options for the future of the Etihad Stadium through a supporter survey and workshops.</p> <p>The Club is in the process of analysing the results of the survey to determine which, if any, of the proposed concepts, could be taken forward.</p> |