

CITY MATTERS MEETING - MINUTES

CFA HQ Boardroom

Thursday 8th November 2018

Attendees

Fan Representatives Present

Adam Purdue	Families & Young People Representative (Chair)
Mark Barber	Disabled Supporters Representative (Vice Chair)
Sophie Boden	Female Fans Representative
John Browne	LGBTQ Representative
Andrew Bucknall	BAME Supporters Representative
Matty Dove	Under 25s Representative
Kevin Parker	OSC Representative
Patricia Robinson	Over 65s Representative
Colin Savage	Seasoncard Holders Representative
Simon Walker	Seasonal Hospitality Representative

Club Representatives Present

Omar Berrada	Chief Operating Officer
Danny Wilson	Operations Director
Lisa Eaton	Head of Supporter Services
Andrew Gilligan	Head of Research and Insights
Elliot Ward	Public Relations Manager
Josh Emerson	Communications (minute taker)
Samin McDonald	International Stadium Group

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 & Away Allocations
2. The future of the Etihad Campus: Enhancing the Etihad Stadium
3. Q&A
4. Future Meeting Dates and Topics

ITEM 1

Ticketing & Away Allocations

TOPIC	SUMMARY
Introduction and overview	<p>Key questions that have been tabled for discussion:</p> <ul style="list-style-type: none">• How should ticket points be gained and accumulated?• What is the right ticket allocation split across different fan groups?• Should we make away ticket collection in destination mandatory? <p>The ticket points system was introduced ahead of the club's relocation to the then City of Manchester Stadium. All Seasoncard holders were allocated 1,000 points when the system was introduced with a maximum of a further 500 points based on Seasoncard tenure at Maine Road.</p> <p>Points are gained with every home or away ticket purchased, which varies in number for Seasoncard holders based on the type of Seasoncard held (Superbia, Platinum and Gold).</p> <p>Access to purchase away tickets is based on the number of points accumulated. Those with the highest number of points have the first opportunity to purchase. For Cup competitions, access is also prioritised for those supporters on the respective Cup Scheme.</p> <p>Considerations that the club has regarding away match tickets and allocations:</p> <ul style="list-style-type: none">○ New/young fans finding it hard to access tickets○ Most new fans perceive that they are unable to attend away UCL matches○ Some supporters believe that they have no opportunity to buy

	<ul style="list-style-type: none"> ○ Some supporters are buying away tickets with no intention of attending the game, but just to acquire the points and stay at the top of the ladder ○ Platinum Seasoncard holders acquire twice as many ticket points as Gold <p>Context around away ticket allocations is also provided, and it is explained that the breakdown is as follows:</p> <p>Seasoncard holders/Cityzens Matchday members 60%; Supporter Clubs 20%; Seasonal Hospitality members 15%; Internal 5%.</p>
Ticket Points	<ul style="list-style-type: none"> ● Fan representatives suggest that ticket points are only awarded for home game attendance and that points are ‘used’ if supporters are successful with their application for an away ticket. ● This would be a practical step to reduce the gap between those with over 10,000 points which at present continues to increase. ● Other clubs use different systems however all raise similar concerns with regards to fairness. ● The idea of balloting for respective ticket bands/levels of points is discussed, however this system would only work for a small allocation as the majority of Seasoncard holders wish to attend fixtures with friends or family. ● Fan representatives suggest that fans could be alerted via the City app when they become eligible for match tickets. It was agreed by the club that this will be looked into.
Platinum Scheme	<ul style="list-style-type: none"> ● The Platinum Seasoncard Scheme is discussed with regards to its purpose and the benefits received relative to Gold Seasoncard holders. ● Whilst the Platinum Seasoncard Scheme had a number of additional benefits at launch, the fan representatives comment that this now feels like an obligatory purchase for those who have been on the scheme for a long period of time. ● The preference would be to remove the scheme, but it is recognised that changes to schemes must be coordinated and cannot take place in isolation.
Under 25s attendance	<ul style="list-style-type: none"> ● U25s feel that they are unable to catch up with those who have accumulated points over a long period of time, which makes it harder to attend away fixtures. ● The fan representatives agree that the U25 age group is one that they would like the club to focus on with the introduction of changes to the away ticket allocation process for this group. ● Anyone successful under this ballot should not be eligible for the next game(s) to maximise the number of fans who could benefit.

European Cup and Domestic Cup Schemes	<ul style="list-style-type: none"> European Cup and Domestic Cup ticket packages are discussed, including travel to and from international destinations. This would involve guaranteed tickets for those fans who commit first to book travel on the official club travel service, outside of the respective ticket points qualification criteria.
Mandatory Collection at Away Fixtures	<ul style="list-style-type: none"> The implementation of mandatory collection at away fixtures is discussed together with how this could be implemented. There is a view that the current system implemented by the club is fit for purpose at this time but there is an openness to introduce 'in destination' collection for a random sample of fans at European away matches. Should fans be found to be in breach of this, it is suggested retrospective action could be taken.
Recommendations Submitted	<p>The fan representatives submit three recommendations to the Club representatives:</p> <ol style="list-style-type: none"> The implementation of a ballot of away ticket allocations for 18-25-year olds against an agreed number of tickets for every away match. Changing the ticket points system to award this for attending home fixtures only, and 'using' points for away game. Making changes to the membership scheme structure and removing Platinum. <p>The club will take away the recommendations regarding ticket points and away allocations and aim to provide an update at the meeting scheduled for 13th December with next steps.</p>

ITEM 2

The future of the Etihad Campus: Enhancing the Etihad Stadium

TOPIC	SUMMARY
Introduction and overview	<p>As part of Manchester City's ongoing review of the matchday experience, we are assessing a number of options for the future of the Etihad Stadium.</p> <p>These include enhancing existing facilities, introducing new offerings within the South, East and Colin Bell stands, as well as the potential redevelopment of the North Stand.</p> <p>We would like to hear directly from our supporters to better understand what their preferred features would be, and then use this feedback to help determine which, if any of the above, could be explored further.</p> <p>At this time all discussions are conceptual in nature and no decisions have been made.</p>

	<p>An online survey will also be sent out to supporters which will include a broad range of questions on this topic.</p>
Atmosphere	<ul style="list-style-type: none"> • It was suggested by some fan representatives that the stadium atmosphere could be improved if the two most vocal parts of home support were not split by away fans, which could form part of the club's plans if the North Stand were to be expanded in the future. This view was not shared by the entire group. • Fan representatives express their support for the concept of safe standing and see it as having the added benefit of improving atmosphere. • It is suggested that the family stand can feel disconnected to the rest of the stadium, but the location works regarding proximity to the pitch for children together with accessibility. • Moving the family stand to another area of the stadium or a higher tier would however need additional consideration based on this. • The development of City Square with a larger covered area could provide more supporters with a place to come together before the match.
Food and Beverage	<ul style="list-style-type: none"> • Quality of catering at other sports is raised and which outlets provide services, including local distributors/caterers and diners. • Consideration should be given to nutritional options across the stadium, as well as the family stand. • It is suggested that a reduction in alcohol prices may encourage people to arrive earlier.
Hypothetical Ticket Packages and new bar areas	<ul style="list-style-type: none"> • Young person's Seasoncard 18-25, which has a small annual fee and gives access to discounts on matches across the season. In line with access to away tickets the idea of encouraging a younger generation of fans to attend is welcomed. • 'Pay As You Go' pass, a ticket package that would allow for flexibility, choosing games you'd like to attend. The Fan representatives support the idea of implementing a ticket package that would allow for flexibility and the sale of seats that would otherwise not be used. • Block Seasoncard for certain games only, mid-week, Saturday or Sunday. Fan representatives are concerned that this would be too heavily affected by the rescheduling of fixtures for television. • Top 5 Seasoncard for the biggest games in the season. Fan representatives suggest that this would not

	<p>necessarily benefit the club as these games are the most popular anyway.</p> <ul style="list-style-type: none"> • Unallocated seat, whereby fans would be allocated a location 24 hours before the game. They would always have a guaranteed seat, but not necessarily the same location. It is suggested that a barrier to this may be not being able to purchase tickets beside one another or in a row together. • The idea of a pitch side membership bar which would be open before the game is well received as it is thought this could encourage people to arrive at the stadium earlier. However, it was suggested that specific membership schemes to gain entry to these areas should not be included.
Campus Development	<ul style="list-style-type: none"> • Dedicated family areas, events and activities which would be open for the community are discussed. Fan representatives recognise the value of projects which would improve community use of the site and the positive impact this would have, whilst noting this would not necessarily affect match going supporters.
Additional points	<ul style="list-style-type: none"> • Fan representatives raise the issue of transportation, how this would need to be considered as part of any future developments on site. It is confirmed by the club that transport discussions with regards to current match day attendees are underway with appropriate third parties. • Management and flow of fans is discussed with a suggestion of security checks at the perimeter of the campus, similar to ticket checks currently in operation for some home fixtures.

ITEM 3

Q & A

QUESTION	SUMMARY
How many Seasoncard holders are there aged 18-25?	There are 4,900 Seasoncard holders aged between 18-25, which represents 12%.
What is the split between Gold and Platinum Seasoncard holders?	There are 27,000 Gold Seasoncard holders (68%) and 13,000 Platinum Seasoncard holders (32%).
Do the Club have a list of other topics they'd like to address?	<p>There are a number of topics we could cover, these include, but are not limited to:</p> <ul style="list-style-type: none"> • Ticketing: Ticket Points, Seasoncard packs, attracting more fans to MCWFC games.

	<ul style="list-style-type: none"> • Matchday: Atmosphere, transportation & parking, catering and the future role of technology at the stadium. • Others: City in the Community, Equality & Diversity, 125th year anniversary.
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ITEM 4

Future Meeting Dates and Topics

13 th December (6pm-9pm)	CFA
31 st January (6pm-9pm)	CFA

The next topic to be discussed will be match day experience however given the broad range of sub topics this could include, it is agreed this will be split across multiple meetings.

Fan representatives asked the club, and it was agreed, that data and information relevant to the discussion topics will be sent out in advance of meetings where relevant.