

# Customer Charter

2013-14 Season





**Welcome  
to the  
Etihad Stadium**

# Introduction

Manchester City Football Club is the heart of the city.

Throughout its proud history, our football club has 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 of our supporters and we remain committed to working closely with them in order to further our footballing ambitions. It is a responsibility that the club is honoured to shoulder.

## City in the Community (CITC)

Community has always been at the heart of Manchester City Football Club both at home and abroad. As a club with roots firmly in the local community, one of our key aims is to give something back to those people, both domestically and internationally, that have supported us through the years.

Our health, coaching and education programmes as well as our involvement in the regeneration of east Manchester, touches the lives of over 200,000 people a year. For over 26 years CITC has engaged with people from all areas of Manchester, showing the clubs' commitment to supporting its local communities.

In addition to this, we endeavour to engage and interact with the various communities we come into contact with all over the world - from Africa to the Middle East and North America. We hope our supporters across the globe will enjoy learning about what we do and will engage with us as our community work develops and grows worldwide.

To find out more, [click here](#). You can also keep up to date with what we are doing by following us on Twitter (Follow @citctweets) or adding us as a friend on [Facebook](#)

## Connell Awards

The Connell Awards programme recognises outstanding local community sports projects that seek to increase and sustain participation, or develop additional opportunities for young people within their chosen sport. The club is absolutely committed to Manchester and its supporters in the surrounding community.

The Connell Awards also recognise the volunteers who give their time to ensure the clubs run smoothly, year after year. A grant of up to £5,000 to support urban sports clubs in the Manchester community is available. Awards may be used for project-related expenses, e.g. materials, supplies, equipment, transportation (not football kit).

## City Football Academy (CFA)

In September 2012, work commenced on the ground-breaking City Football Academy. This is a landmark project for the club which will see the building of a state of the art youth development and first team training facility on an 80 acre site adjacent to the Etihad Stadium. The project is due to complete in time for the 2014/15 Premier League season.

The building of the Academy, which will provide a centre for up to 400 young players as well as housing the first team training base and the club's operations functions, follows four years of extensive research and planning by City across five continents and more than 30 elite sport development centres.

The City Football Academy will include the following:

A new Academy for up to 400 young players with classrooms for 200. On site accommodation for junior and senior players.

16.5 football pitches, 12 of them dedicated to players aged from 8 to 21.

A state of the art first team building with changing rooms, gym, refectory and injury & rehab centre. A 7000 capacity stadium for youth matches.

Staff offices and a dedicated media centre.

A bridge linking the site to the Etihad Stadium and the rest of the Etihad Campus.

This exciting project has the overwhelming support of the local community, 98% of which - following extensive consultation last year - gave the proposals its wholehearted endorsement. The club's neighbours recognised the positive impact of the plans on youth football development, on the economic and environmental regeneration of the local area and on the increased facilities for the local community within which Manchester City resides.

[Find out more here.](#)

# The Etihad Stadium

The Stadium address is: Manchester City Football Club, Etihad Stadium, Etihad Campus, Manchester M11 3FF.

If you have not visited the Etihad Stadium before, we want you to enjoy the whole experience, and that starts with how to get here and where to park. To find out more [click here](#) for the stadium plan.

For those supporters arriving by air or rail; Manchester Airport is c11 miles from the Etihad Stadium and will take approximately 45-minutes (subject to the time of day/traffic). Manchester Piccadilly Train Station is approx. 5- minutes in a taxi. Frequent bus services operate from all directions, with bus stops immediately outside the Etihad Stadium.

The Metrolink runs from Piccadilly in the city centre directly to the Etihad Stadium and on towards Droylsden. On event days, after the event, the service will operate every 6 minutes in both directions. The Etihad Campus stop drops you directly into City Square. Tickets can be purchased at all stations on the line. Please note that the Velopark stop will not be operational on event days. Visit [www.metrolink.co.uk](http://www.metrolink.co.uk) for more information.

Supporters requiring a taxi after the final whistle are advised to make their way to Ashton New Road where taxis are located. Due to road closures immediately after the game, taxis are unable to enter the Etihad Campus for at least one hour after the final whistle. Those supporters wishing to travel in to Manchester city centre may board supporter buses which are also located on Ashton New Road opposite the South Stand.

**We would like to advise supporters of some important information before you visit the Etihad Stadium to ensure you enjoy the whole experience.**

## City Square

City Square is a pre-match entertainment zone designed with supporters in mind. It was the first of its kind at a Premier League club. In addition to being a place for families to congregate before matches, it also provides fans with entertainment, including giant media screens which stream specially edited and live video content, while the club's community arm – CITC - provide match day activities for children.

City Square is all about extending the pre-match build-up and excitement outside of the stadium and onto the surrounding concourse to bring fans together in a fanzone specially designed for their entertainment. It's about meeting friends, having something to eat and drink and being entertained in a family friendly atmosphere on the club's doorstep, all of which is under the cover of a series of specially designed waterproof canopies, designed to keep the fun in and any bad weather out.

## 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. This is one of our biggest sources of complaints from your fellow supporters in all sections of the stadium. We wish to make our matchdays as enjoyable an experience as possible for all of our supporters and, as such, we request that you and fellow supporters remain in your seat for the majority of the match. Supporters who breach these requests may be ejected from the stadium, and in some cases may have their 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. We thank you for your support in helping us ensure a visit to the Etihad Stadium is a great experience.

## Respect the Badge

Manchester City Football Club prides itself on having the best supporters in the country and we greatly appreciate your support in enforcing the code of conduct. We expect all supporters to behave in a manner appropriate to their surroundings. This code must be adhered to. Failure to comply could result in you being asked to leave the Stadium. For high profile games, such as local derbies or cup games, a zero tolerance policy will be in operation.

## Prohibited Items

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

- Large/Golf umbrella or any article that may be used as a weapon and/or compromise public safety
- Professional recording equipment (audio and visual)
- Bags larger than A4 size
- Prams and pushchairs

You can read the complete ground regulations [here](#).

## Children

Manchester City are committed to providing a safe and enjoyable environment for all children who take part in any of our activities. Whilst, in terms of English law, a child is someone who is not yet 18 years old, there are a number of rules that apply to children of differing ages as customers of the club. These can be found within other parts of this Charter.

### Under 5s

Children under 5 years old may attend football matches free of charge but must do so seated on an adult's knee. Adults who bring Children 4 years and under are advised to consider issues such as weather, noise, football flight in to the stands and other potential risks before bringing a child. Click [here](#) for further advice and guidance.

### Under 14s

Supporters under 14-years of age are not allowed to enter the stadium without a qualifying adult (age 18-years and over). As a result and in-line with reasonable adjustments, any supporter who is under 14-years of age must attend with their parent/guardian and are required to pay the prevailing rate for both their seats.

### 14-17s

Supporters over 14-years and under 18-years of age are allowed to enter the stadium unaccompanied however they are not allowed to be responsible for another supporter. Only supporters aged 18-years or over can be responsible for a child under the age of 18-years.

## Groups

When visiting with groups of children or young people, it is important that the level of supervision is appropriate to their age group and their needs, which may be very specific. In general, younger children need to be more closely supervised and will require a higher adult to child ratio.

The following are the adult to child ratios we recommend you work to when attending an event at Manchester City:

Age 0 - 2:	1 adult to 3 children	Age 2 - 3:	1 adult to 4 children
Age 4 - 8:	1 adult to 6 children	Age 9 - 12:	1 adult to 8 children
Age 13 - 18:	1 adult to 10 children		

If the group is mixed gender, the supervising staff should also include both male and female supervision wherever possible. The above are in line with the NSPCC guidelines, [www.nspcc.org.uk](http://www.nspcc.org.uk).

## Lost Children

It is rare for a child to become separated from the adult that they have attended with. Stadium staff are trained to deal with such instances and have a clear protocol to follow. There are Lost Child Points around the stadium concourses, it is helpful to point these out to any child attending the stadium. If you are worried about the whereabouts of a child then contact a steward immediately.

## Safeguarding Children

Everyone has a responsibility to help keep others safe, in particular children and other vulnerable adults. Club staff are constantly vigilant to ensure that children are not exposed to risk, abuse, harassment or harm. When children feel safe, they will grow and develop.

Manchester City Football Club takes its responsibilities in this area very seriously. Manchester City has its own Club Safeguarding Policy. This demonstrates our commitment to helping keep children and vulnerable adults safe. This is available to download from the Club's website and has been endorsed by Manchester Safeguarding Children Board. The Club has adopted and consistently applies guidance produced by the Premier League: "Guidance for Safe Working Practice with Children & Vulnerable Adults."

'SafeAtCity' is the name for Manchester City Football Club's safeguarding programme. It is supported by a small team of staff who are positioned across the club to help keep children and vulnerable adults safe and be the first point of contact for reporting concerns. Call us on +44 (0)161 438 7804 or 07887 804 466; or email us at [safeatcity@mcfc.co.uk](mailto:safeatcity@mcfc.co.uk) for more information.

## **Image Consent – Photographs and Footage**

Manchester City Football Club regularly collects photographic images and live footage that celebrates the excitement, enjoyment, passion and pride associated with attending events at the stadium. These images are captured by approved Club photographers.

All persons, including children, who enter the Etihad Campus and Etihad Stadium and associated venues, acknowledge that photographic images and/or video recordings (and/or still taken from video recordings) may be taken of them and may be used in televised coverage of Matches and/or for promotional or marketing purposes by the Club, the Premier League or other third parties and as such entering these premises constitutes formal consent to such use.

## **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. Manchester City Football Club operates a strict, no re-admission policy and there will not be an opportunity to leave and re-enter the Stadium.

# **Concerts & Other Events**

## **Concerts**

The stadium is a multi-purpose venue and outside the football season, hosts occasional concerts and is one of the UK's largest music venues, having a maximum capacity of 60,000 for performances. It was the largest stadium concert venue in England before the new Wembley Stadium was built. Artists who have played the stadium include Oasis, Take That, U2, Rod Stewart, Foo Fighters, Red Hot Chilli Peppers, Bon Jovi, Coldplay, Muse, George Michael and Robbie Williams.

## **Rugby League**

The stadium has hosted the 'Magic Weekend' for the past 2 years and is due to host this event again in 2014. This is a rugby league competition in which all 14 members of the Super League competition play each other over a full weekend.

## **Boxing**

On 24th May 2008, Stockport born and twice IBF and IBO light welterweight champion boxer Ricky Hatton defeated Juan Lazcano in a contest billed as "Hatton's Homecoming". The fight was held in front of 56,337 fans, setting a record attendance for a British boxing event post World War II.

## **UEFA Cup Final**

The 2008 UEFA Cup Final (now known as the UEFA Europa League), was played at the stadium on 14th May 2008. The match was contested by Zenit Saint Petersburg of Russia and Glasgow Rangers of Scotland.

For the latest news and information on summer events at the Etihad Stadium, please visit [www.mcfc.co.uk/events](http://www.mcfc.co.uk/events)

# Seasoncards, Memberships and Match Tickets

## Seasoncards

Manchester City Football Club offers the following seasonal products (season tickets) to supporters.

- Superbia:** Every game, every goal, every shot, save, tackle and trip. That's the beauty of Superbia – you won't miss a minute of the action. Available by invitation only, Superbia is offered to an elite band of Citizens as a reward for their unwavering support over the years. As a thank you for your support, Superbia members now enjoy a 15% retail discount.
- Platinum:** If rewards are your thing, then Platinum's your card. It gives you all the great benefits of a Gold Seasoncard – with seats for all 19 home Premier League matches – but for an additional £50 you get double the loyalty points on the tickets you buy. The more points you have, the more chance you have of getting tickets to the big games. Simple as that. You can also take advantage of a special Metrolink Matchday Season Ticket. Platinum Seasoncard holders continue to have access to Ticket Exchange for those occasions when you can't get to a match.
- Gold:** Gold has always been popular. You get great seats, to great games, watching great players. And now we've made it even better. You still get your seat for 19 home Premier League games, plus the chance to spread your payments with Direct Debit. Take your pick from cup games, car parking, or a Matchday Season Ticket for Metrolink, whatever matters most to you – and take your seat for another amazing season.
- Value Gold:** We know you love City, but we also understand that times are tough. That's why we offer our Value Gold Seasoncard. It gives you all the benefits of Gold for just £299. The only difference is that we allocate your seat once the renewal window has closed – it could be in any stand, on any level, but you can still choose from the same great range of add-ons. Value Gold is limited and is allocated on a first-come, first-served basis. We think it's the best value in the Premier League. But that's only what the best fans deserve.
- City Kicks:** Every football club knows the value of youth. We love seeing a new generation of City fans at the Etihad Stadium, which is why we have a scheme just for our younger members: City Kicks. All under 16\* Platinum and Gold Seasoncard holders are automatically enrolled in City Kicks and can make full use of the dedicated website packed with games, competitions, player updates and exclusive behind-the-scenes footage. \*Aged 15 years or under as at 1st August 2013.

All 2013/14 Seasoncards have now sold out.

## Membership

- Blue** This membership is available to supporters who wish to become seasonal members of the club but who are unable or have chosen not to purchase a membership which includes a seasonal seat (i.e. Platinum, or Gold). Blue Membership offers supporters the flexibility to tailor their membership to meet their own personal needs. You will automatically become a City Kicks Blue member if you are aged 15 years or under as at 1st August.

All Seasoncards and Memberships are sold subject to availability and are issued subject to Manchester City Football Club's Terms and Conditions of Sale and Ground Regulations available [here](#).

## Ticketing

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 match day programme, e-mail and social media sites - Twitter (@MCFC) and [Facebook](#).



## **Buying Tickets**

### **Where to Buy**

Tickets are available to purchase online at [www.mfc.co.uk/tickets](http://www.mfc.co.uk/tickets), by telephone on **+44 (0)161 444 1894\*** (**option 1, option 1, option 2**) and to personal callers at the Ticket Office, located on the first floor of the City Store at the Etihad Stadium for supporters that meet the published sales criteria.

\*Tickets purchased over the telephone will be subject to a booking fee per ticket and phone lines are open 24-hours, 7 days a week. No booking fee payable on tickets purchased online. The Ticket Office and Supporter Services are open Monday to Saturday, 9am to 5:30pm (closed Sunday/Bank Holiday). Both facilities will be open on the day of all scheduled first team home fixtures and Supporter Services will open for all scheduled first team away fixtures until 15-minutes after kick-off.

### **Loyalty Points**

Loyalty points are awarded to supporters when they purchase a qualifying product from the club. Qualifying products include; Seasoncards, Seasoncard add-ons (adding benefits like Cup Schemes) and Match Tickets. Match attendance will be tracked and loyalty points issued to supporters for attending home and away first team matches.

Loyalty points will be used, along with any other qualifying sales criteria, as a means of allocating seats for high demand games.

## **Home Supporters**

### **Family Friendly**

The club has reserved a section of the ground (Family Stand - Levels 1 and 2) for the exclusive sale of tickets to family groups and junior supporters.

### **Concessions**

Reduced prices are available in all areas except the Colin Bell (West Stand) Level 2 to supporters aged over 65 and junior supporters under 16. Juniors under 5 will be admitted free of charge, providing the junior shares the seat of the accompanying adult. All supporters under the age of 14 years must be accompanied by an adult over 18 years.

Supporters 14 years and over can enter the stadium without an adult but cannot be responsible for another supporter unless they are 18-years and over. Additional discounts are offered to young adults aged between 16 years and 21 years.

### **South Stand**

The South Stand is our designated 'singing section', the passionate heart of the Etihad Stadium where the supporters are 'loud & proud'. This section is adjacent to the away supporters so, if this is not the experience you are looking for, please select an alternative seat elsewhere in the stadium. 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 away club and as such, supporters may be required to relocate their seat for certain games.

## **Away Supporters**

A minimum of 1,000 and a maximum of 1,700 tickets will be made available to the visiting supporters on a sale or return basis. A further 1,146 tickets will be made available if ordered at least 4 weeks before the game, generally on a sale only basis.

Admission prices for visiting supporters will be no higher than those prices charged to the home supporters in comparable areas. This policy also extends to concession tickets.

## **Order of Sale**

### **Home League Games**

Supporters who have purchased a Blue membership will be given an exclusive sales period in which to purchase a ticket for the game. After the period of sale to Blue members has passed, the balance of seats will be made generally available to all other supporters, subject to meeting the qualifying sales criteria and any restrictions advised by the police or licensing authorities.

### **Away League Games**

The following groups will receive an allocation of tickets for the match: Seasonal Hospitality Supporters, Owner, Board of Directors, Football Management, Players, Club Officials and Staff, Former Players, Club Partners and the MCFC Supporters Club

Platinum and Gold Seasoncard holders will have priority access for tickets for all away league fixtures. Tickets will be available to purchase based on loyalty point status (i.e. supporters with the highest number of loyalty points will have the opportunity to purchase a ticket first).

After this period of sale, should any tickets remain, Blue members have priority access to purchase a ticket followed by all other supporters, subject to meeting the qualifying sales criteria and any restrictions advised by the police or licensing authorities.

### **Home Cup Games**

To make sure Platinum and Gold Seasoncard holders don't miss any of our Domestic or European home cup games, the club has developed Cup Schemes for the FA Cup, League Cup and UEFA competitions. Platinum and Gold Seasoncard holders can join any, or all, of the schemes free of charge to guarantee a seat for all home games played in the relevant cup competition(s).

Please note that registration is free, but supporters must have joined the scheme(s) by the published registration date (i.e. have joined all three schemes by 31st August 2013, the UEFA competition scheme by 31st August 2013, the League Cup scheme by 31st August 2013 and the FA Cup scheme by 30th November 2013).

Due to certain mandatory regulations associated with each cup competition, some supporters may not be guaranteed their seasonal Premier League seat for a home cup game. Should this be the case, the best available alternative seat, subject to availability, will be provided.

Once all supporters who have registered for the relevant Cup Scheme have had their seat allocated, Platinum/Gold Seasoncard holders (not registered on the relevant Cup Scheme) will have an exclusive sales period in which to purchase a ticket. This will be followed by Blue members and should tickets remain, on general sale to supporters subject to meeting the qualifying sales criteria and any restrictions advised by the police or licensing authorities.

### **Away Cup Games**

The following groups will receive an allocation of tickets for the match: Seasonal Hospitality Supporters, Owner, Board of Directors, Football Management, Players, Club Officials and Staff, Former Players, Club Partners and the MCFC Supporters Club

Platinum and Gold Seasoncard holders who are registered for the relevant Cup Scheme(s) will have the opportunity to purchase a ticket first. This will be followed by Platinum and Gold Seasoncard holders not registered on the relevant Cup Scheme(s), then Blue members and finally, subject to tickets remaining, on general sale to other supporters.

Tickets will be available to purchase based on loyalty point status (i.e. within each sales period, supporters with the highest number of loyalty points will have the opportunity to purchase a ticket first) and subject to meeting the qualifying sales criteria and any restrictions advised by the police or licensing authorities. Manchester City Football Club reserves the right to change, alter or add to the qualifying sales criteria without prior notification.

### **Upgrading Tickets**

It is important that supporters have purchased, and are in possession of, the correct ticket and that it is activated to allow access in to the stadium. If the supporter who originally purchased the ticket is no longer able to attend the match, they should contact the Supporter Services team on +44 (0)161 444 1894 (option 1, option 3) to discuss, and where appropriate, upgrade the ticket

Where a disabled supporter is unable to attend a match, their personal assistant can still attend. You must contact a member of the Supporter Services Team and arrange an upgrade for your personal assistant, for the matches that you are unable to attend. We will provide your personal assistant with a paper ticket. Should you decide to attend the match after the upgrade has been processed, any refunds will fall in line with the club's refund policy. Your Seasoncard and that of your personal assistant, is your responsibility.

Failure of any supporter to upgrade may result in you being refused entry to the Etihad Stadium or a stadium ban being applied.

## Refunding Tickets

Tickets for home and away games may be returned for a full refund a minimum of seven days prior to a match day. Any such returned tickets will be resold through the normal channels. Supporters wishing to return previously purchased tickets must do so in person at the Stadium Ticket Office.

In the event of the postponement or abandonment of a match, supporters shall be entitled to a full refund (including any booking and / or administration fee) or to attend any such re-arranged match if they were entitled to attend the original match. In order to obtain a refund, the ticket/entry materials must be presented at the club's Stadium Ticket Office at the stadium no later than seven 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. A refund will only be issued on production of satisfactory identification that the individual requesting the refund is the purchaser.

## Ticket Trading

The club operates an official ticket trading partnership with: viagogo, the official Ticket Exchange of Manchester City. Superbia and Platinum Seasoncard holders who are unable to attend a Barclays Premier League home fixture have the opportunity to place their match ticket for sale to other Seasoncard holders and Blue Members on the Ticket Exchange website. Whilst any adult Seasoncard holder can buy tickets through the official Ticket Exchange, only Superbia and Platinum Seasoncard holders can sell them.

Supporters in the Family Stand can only sell their tickets in a bundle which must contain at least one Junior Platinum ticket and one qualifying adult ticket in an adjacent seat. Junior tickets outside of the Family Stand and concession tickets located anywhere in the Stadium can only be sold on the exchange at the price of an Adult ticket. This ensures that Seasoncard holders who wish to sell tickets on the exchange are able to make their tickets available for purchase to the widest number of purchasers possible.

Superbia and Platinum Seasoncard holders are advised they can only exchange their tickets up to a maximum of 6 times per season. For further information please visit [www.mcfc.co.uk/ticketexchange](http://www.mcfc.co.uk/ticketexchange).

Viagogo has a dedicated Manchester City Customer Services team who will provide help and assistance to all supporters using the Ticket Exchange. If you need help or assistance whilst buying or selling tickets, please telephone: +44 (0)161 850 0935 (lines open Monday to Saturday 10am – 5pm) or email them directly.

## Conditions of Sale

All tickets are sold subject to availability and any associated sales criteria and are issued subject to Manchester City Football Club Limited's Terms and Conditions of sale and applicable ground regulations available [here](#).

## 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 1998 and the club's privacy policy (available on the website at [www.mcfc.co.uk/common/privacy](http://www.mcfc.co.uk/common/privacy)).

All persons who enter the ground using entry materials acknowledge that photographic images and/or video recordings (and/or still taken from video recordings) may be taken of them and may also be used in televised coverage of matches and/or for promotional or marketing purposes by the club, the Premier League or other third parties and use of entry materials to enter the Ground constitutes consent to such use.

# DISABLED SUPPORTERS

Manchester City Football Club prides itself on being inclusive and working with all its supporters, operating a ticketing policy that recognises that disabled supporters may need assistance to fully enjoy the match day experience and offers a variety of reasonable adjustments based on individual supporters needs, not their disability.

Disabled supporters have the opportunity to either purchase a Seasoncard, Blue 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 the qualifying proof at the point of purchase. All Seasoncards, memberships and match ticket options are subject to availability.

Where the need for personal assistance has been identified, the personal assistant (who is responsible for your care), is admitted free of charge, where the supporter is aged 14 or over. Supporters under 14-years of age are not allowed to enter the stadium without a qualifying adult (age 18-years and over). As a result and in-line with reasonable adjustments, the 2013/14 City Kicks (under 16) Seasoncard holder, who is under 14-years of age and their parent/guardian are required to pay the prevailing rate for their seats. We are not required to provide the adult with a free 2013/14 Seasoncard/match ticket.

Please note that whilst every effort is made to allocate assistant seats adjacent to the wheelchair space, some stadium seating constraints may apply and as such, the assistant seat will be allocated in the closest available location.

Every individual experiences his/her disability very differently and Manchester City Football Club recognises this. Accordingly, we try not to make generalisations and each request for a complimentary personal assistant ticket will be reviewed on a case by case basis and we will listen to what the individual says about the daily effects of his/her disability, and let him/her identify the difficulties she/he may have in attending a match.

In order to help us manage the ticketing system, we would encourage supporters to complete a 'Personal Assistant (PA) application form' which helps identify the individuals underlying needs and reasons why assistance is required. These will be sent to all supporters for review during the 2013/14 Season and where the club required further information or clarity of information, supporters will be contacted and invited to a meeting to discuss their personal circumstances.

Following consultation with Manchester City Disabled Association (MCDSA) and Level Playing Field, proof of disability that may be required from supporters wishing to sit in any of the accessible areas, can be any of the following:

- A statement of high mobility/living allowance as issued by the Department of Work & Pensions; or
- Receipt of either the Severe Disablement Allowance or Attendance Allowance; or
- Blind or partially sighted registration certificate; or
- Enhanced Personal Independence Payment (PIP)

**Please note:** This list is not exhaustive and consideration will be given to any other evidence that can be provided. For guidance, the club advises supporters to refer to the Level Playing Field website.

Disabled supporters may apply for home and away match tickets by calling our Disability Liaison Officer on +44 (0)161 444 1894 (option 1, option 1, option 1) or by email [disabledtickets@mcfc.co.uk](mailto:disabledtickets@mcfc.co.uk) or by visiting the Ticket Office on the first floor of the City Store at the Etihad Stadium. We are open Monday to Saturday 9am to 5:30pm. All tickets are sold subject to availability, loyalty point requirements and any specific sales criteria of the away club. Applicants must also state whether they require a wheelchair space or an ambulant ticket and whether they require a ticket for a personal assistant.

## **Seating and Positions Available:**

### **Wheelchair users:**

There are 190 home spaces available for wheelchair users:-

- 126 spaces on level one in the Colin Bell, East, South & North (Family) stands
- 40 spaces on level two in the Colin Bell and East stands
- 24 spaces on level three in the Colin Bell and East stands

- There are 9 away spaces in the South Stand level one.

### **Deaf or hard of hearing / Blind or partially sighted**

An induction loop system is available in all areas of the stadium to allow deaf or hard of hearing supporters to enjoy the game, from any seat they choose. If, for any reason, any supporter who is deaf or hard of hearing feels they have more specific seating requirements (a certain area, block or row) they should contact clubs Disability Liaison Officer to discuss their requirements in more detail. Every effort will be made to accommodate such requests, subject to availability.

Complimentary headsets are provided upon request to enable supporters to listen to the match commentary and can be ordered through the clubs Disability Liaison Officer. The club have also introduced induction loop equipment in to all customer contact points, including the Ticket Office and the main reception areas.

Upon request the club will take steps to provide accessible information on CD, large print and Braille. On match days information will be carried on the electronic scoreboard and via the Public Address System. The news articles on the official Manchester City website are fully accessible for visually impaired supporters who use text based browsers (with the exception of any video content).

### **Learning difficulties and unseen disabilities**

All supporters are able to sit anywhere in the stadium, to enjoy the game, from any seat they choose. If, for any reason, any supporter with learning difficulties or unseen disabilities feels they have more specific seating requirements (a certain area, block or row) they should contact clubs Disability Liaison Officer to discuss their requirements in more detail. Every effort will be made to accommodate such requests, subject to availability. Requests for personal assistants will be given due consideration and where provide, supporters will be required to complete a Personal Assistant Registration Form.

### **Ambulant Supporters**

All ambulant supporters are able to sit anywhere in the stadium with their personal assistant (subject to qualification and requirement) to enjoy the game, from any seat they choose. If, for any reason, any ambulant supporter feels they have more specific seating requirements (a certain area, block or row) they should contact clubs Disability Liaison Officer to discuss their requirements in more detail. Every effort will be made to accommodate such requests, subject to availability.

### **Disabled toilets**

There are 30 disabled toilets within the stadium; 10 toilets on level one, 8 toilets on level two, 8 toilets on box level two and 4 toilets on level three. All toilets are fitted with radar locks and keys which are available from nearby stewards.

### **Parking**

Parking facilities for disabled supporters are available inside the stadium complex with 111 perimeter car parking spaces allocated to disabled membership holders. In addition, there are 350 spaces in Blue Car Park H and 55 spaces in Blue Car Park G which is located just 250 metres from the stadium.

We currently have a high demand for accessible parking bays and therefore operate a waiting list based on receipt of the application from supporters for an accessible bay. Disabled Supporters who hold a 'Blue Badge' may apply for free parking, subject to availability, on a match by match basis. Supporters will need to supply a copy of their Blue Badge to the club to qualify for free parking. 'Pay on the day' parking is available in the stadium car parks and pricing is clearly displayed in advance of entering the car park.

The club also operates a free shuttle service using buggies to transfer supporters who need extra help from the car parks to the stadium. The service runs up to kick-off and resumes again after the final whistle, although supporters should note that due to congestion, the shuttle may suspend operation for a short period of time for the safety of all our supporters.

### **Assistance Dogs**

Any supporter wishing to bring an assistance dog to a fixture must contact the Disability Liaison Officer on +44 (0)161 444 1894 (option 1, option 1, option 1) or via email at [disabledtickets@mfc.co.uk](mailto:disabledtickets@mfc.co.uk) so that we can ensure the appropriate match tickets are allocated and adequate arrangements have been made.

**Temporary Mobility Restrictions**

Supporters suffering from temporary mobility restriction (e.g. broken leg) that may affect access to the stadium or seating areas, should contact the Disability Liaison Officer prior to the game to arrange alternative seating (subject to availability).

**MCDSA**

The Manchester City Disabled Supporters Association is an independent organisation representing the interests of all Manchester City disabled supporters. To contact the MCDSA, visit [www.mcDSA.co.uk](http://www.mcDSA.co.uk), call +44 (0)7740 859216 or email [mcDSA99@yahoo.co.uk](mailto:mcDSA99@yahoo.co.uk) or

**Data Protection**

The Club takes the security of personal data very seriously. When assessing the needs of disabled customers it is sometimes necessary to collate and record sensitive medical information. These data will be securely stored (and in time, destroyed) in accordance with the Club's Data Protection Policy and will only be shared with club staff who need to know in order that the customers visit is as comfortable as possible.

**Disabled Ticket Policy**

The clubs Disabled Ticketing Policy can be viewed in its entirety on the [official club website](#).

# HOSPITALITY

Hospitality bookings and enquiries can be made by telephone during normal office hours, Monday to Friday 8.30am to 5.30pm and on a match day by calling +44 (0)161 444 1894 (option 1, option 2). Alternatively, customers can email [hospitality@mcfc.co.uk](mailto:hospitality@mcfc.co.uk)

Hospitality package information is available on the [club website](#), where details of the latest special offers can also be found. This is updated on a regular basis. In addition, supporters who register to be added to our mailing list will receive notifications of special offers in the lead up to games.

There is a choice of six hospitality suites to meet a wide range of personal requirements, from five-star dining in [The Chairman's Club](#) to the less formal atmosphere of [The Commonwealth Bar](#).

In addition to the hospitality suites, is our [Platinum Boxes](#). With commanding, panoramic views of the stadium, all of our hospitality boxes put you at the very heart of the action. Each box has its own dedicated waiter or waitress, delivering the very best matchday experience with top flight football, service and food to match. For ultimate sports fans, why not lose yourself in the EA SPORTS box, complete with gaming chairs and video games. Or perhaps pamper yourself in the luxury of the Harvey Nichols themed box. However you decide to soak up the sights, and the sounds, there's no better to create a [unique match day experience](#).

Prices are based on a four tier system, A+, A, B and C categories, details of which can be supplied on request. Junior places are charged at half price, with restaurants defined as 12-years and under and bar packages and seat only options defined at 15-years and under. Under 5's are admitted free of charge but will be required to sit on the supporters knee. Please discuss any food requirements at the time of booking and the Hospitality Representative will be able to advise on options and prices.

The hospitality team strives to deliver exceptional customer service at all times. We continue to maintain and improve our customer satisfaction by conducting and compiling a survey for all our seasonal customers in the last quarter of each season, gathering feedback directly from customers who have attended the game, on their experience.

Hospitality locations have disabled access and disabled bays for wheelchair users are provided in certain hospitality areas. Further information can be found at within [access information](#).

## Conditions of Sale

All hospitality is sold subject to availability and any associated sales criteria and are issued subject to Manchester City Football Club Limited's 2013-14 hospitality terms and conditions of sale and applicable ground regulations [available here](#).

Terms and conditions including details of the cancellation policy will be issued at the time of booking confirmation. Seasonal customers are given priority for both home and away match ticket requests.

## Data Protection

Each purchaser and guest acknowledges and agrees that the personal data provided by the purchaser to the club in the purchase of hospitality shall be collected, stored and used by the club in accordance with the Data Protection Act 1998 and the club's privacy policy (available on the website at [www.mcfc.co.uk/common/privacy](http://www.mcfc.co.uk/common/privacy)).

All persons who enter the ground using entry materials acknowledge that photographic images and/or video recordings (and/or still taken from video recordings) may be taken of them and may also be used in televised coverage of matches and/or for promotional or marketing purposes by the club, the Premier League or other third parties and use of entry materials to enter the Ground constitutes consent to such use.

# CONFERENCE & EVENTS

The Etihad Stadium is not only a football venue, but also a vibrant Conference and Events venue. The facilities available are both extensive and versatile and are available for hire by supporters and non-supporters alike.

A wide range of events can be catered for, including

Wedding banquets

Dinner dances

Christmas parties

Product launches

Business meetings

Networking events

Any event booked at the stadium can be tailored to the exact requirements of the customer whether catering for 2 or 1200 people and our late licence enables guests to party until the early hours.

There are six individually themed suites which cater for all tastes. The newly refurbished glass fronted Mancunian restaurant and the Legends dining suite overlook the pitch.

For larger presentations, The Citizens and the East Executive Concourse are the ideal locations. In addition, the Stadium has 66 executive boxes offering full views of the pitch. These are particularly suitable for syndicate groups or smaller meetings.

In addition to the facilities are our experiential boxes. Both EA Sports and Harvey Nichols in partnership with MCFC have redesigned two of our standard boxes to create a unique and inspirational experience for non-match day events.

The stadium offers disabled access and facilities in all of the conference areas.

Conference and Event enquiries can be made by telephone between 8.30am – 5.30pm, Monday to Friday on +44 (0)161 444 4141 (option 2). Alternatively, customers can e-mail the conference office at [conference@mcfc.co.uk](mailto:conference@mcfc.co.uk). The special events calendar, along with any special offers available can be found on the [website](#).

We continue to maintain and improve our customer satisfaction by: Post event calling. The team ensures that all event organisers are contacted by the conference office within a week of their event.

Customer satisfaction surveys: these are distributed electronically after the event to the organisers to capture overall feedback of their experience.



# MERCHANDISE & RETAIL

Manchester City works in partnership with Kitbag, the club's official retail partner. Kitbag has responsibility for operating and running the club's retail services across all its channels, including all stores and online via the club's website.

Official MCFC merchandise featuring a comprehensive choice of official Nike Football Kits, Training Equipment, Fashion, Homeware, Souvenirs and Gifts are available from the following outlets:

## **The CityStore at the Etihad Stadium.**

Open Monday to Saturday, 9am - 5.30pm, Sunday 11am – 5pm and Matchdays for one hour after the final whistle.

## **The CityStore on Market Street, Manchester.**

Open Monday to Friday, 10am - 7pm, Saturday, 9am - 7pm, Sundays, 11am - 5pm.

## **Online 24 hours from the club's website**

[www.mcfc.co.uk/shop](http://www.mcfc.co.uk/shop)

## **Customer Service**

[customer.services@shop.mcfc.co.uk](mailto:customer.services@shop.mcfc.co.uk)

+44 (0)161 444 1894 (option 3).

Standard opening hours are Monday to Friday 8am to 8pm, Weekend/Bank Holiday 10am to 4pm\*

\*changes to these times for example Christmas opening hours will be updated on the [website](#).

[Click here](#) for the online FAQ where you will find information on the returns and refunds, tracking your order, sizing and much more

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 Barclays 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.

[Terms and conditions.](#)

# STADIUM TOURS

We have three options for you to choose from.

## The Stadium and Club Tour

- 20 minutes self-guided tour including a look at the Club's heritage, the fan zone, community projects, future plans
- 70-minute professionally guided tour of our Club & Stadium Including a look at the Club's heritage, the fan zone, community projects, future plans, a behind the scenes look at the home player dressing room, the tunnel, pitch side, the manager's chair, the press conference room.
- A Club lanyard and map of the Etihad campus.
- 10% discount in the City Store on the date of your tour.
- 10% discount off matchday hospitality at the Etihad Stadium by calling +44 (0)161 444 1894 (option 1, 2) and quoting Stadium Tours 2013.
- MFCFC Supporter membership (you shall receive this when you register)

## The Legends' Stadium and Club Tour

- 90-minute professionally guided tour of our Club & Stadium by a City Legend. Including a look into the Club's heritage, fan zone, community projects, future plans, a behind the scenes look of the home player dressing room, the tunnel, pitch side and manager's chair, the press conference room PLUS a behind the scenes look at the first team's training ground at Carrington.
- Transport to and from Carrington to the Etihad Stadium.
- A two-course lunch with the great City Legend in an exclusive box in the Etihad Stadium.
- A Club lanyard and map of the Etihad campus.
- 10% discount in the City Store on the date of your tour.
- 10% discount off matchday hospitality at the Etihad Stadium by calling +44 (0)161 444 1894 (option 1, 2) and quoting Stadium Tours 2013.

## Matchday Tour

- Tour lasts 60 minutes and includes:
- 20 minutes self-guided tour including a look at the Club's heritage, the fan zone, community projects, future plans
- The Chairman's Club and the Directors Box Seating Area
- Press box
- Pitch side
- Tunnel
- Managers seat

For the latest prices for the different tour options, please visit [www.mcfc.co.uk/tours](http://www.mcfc.co.uk/tours)

You can book online to guarantee your tour place and avoid the booking fee. You can pay in person at the City Store at the Etihad Stadium, Monday to Saturday, 9:00am to 5:30pm. No booking fee applies and tickets purchased on the day are subject to availability. This option is not available on Sundays or Bank Holidays.

Over the telephone by calling +44 (0)161 444 1894 (option 4) open 24-hours a day, 7-days a week. Please note a booking fee will apply to each stadium tour ticket purchase.

If you have a special requirement, such as a wheelchair user, please call +44 (0)161 44 1894 (option 4, option 2) to discuss with a member of the Tours team.

We also offer a 50% discount for educational groups. There are no other group discounts available. For any enquires please email [tours@mcfc.co.uk](mailto:tours@mcfc.co.uk)

# COMMUNICATION

The club will communicate with stakeholders, supporters and the general public on regular intervals through forums, questionnaires and 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 MCFC OSC (Official Supporters Club) [www.mcfsc.com](http://www.mcfsc.com) and the MCFC Disabled Supporters Association (MCDSA) [www.mcDSA.co.uk](http://www.mcDSA.co.uk)
- Regular meetings with recognised supporters' associations/groups (e.g. from the Bluemoon forum - Points of Blue). Latest minutes available [here](#).
- The annual Premier League fan survey.
- MCFC customer experience surveys, forums and panels which will be on-going throughout the year.
- MCFC Blueprint. Supporters can sign up to receive the official club newsletter [www.mcfc.co.uk/Fans/Newsletter](http://www.mcfc.co.uk/Fans/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 [www.mcfc.co.uk](http://www.mcfc.co.uk).

We strive to keep in contact with supporters and open more communication channels using a variety of mediums. We aim to keep supporters up to date with the latest MCFC news and our website is regularly updated with news, highlights, and interviews as well as containing lots of information regarding the club, tickets, hospitality and other areas.

The club regularly uses Twitter (follow us @MCFC) where it communicates with over 1 million supporters and followers and the club's Facebook account [www.facebook.com/mcfcofficial](http://www.facebook.com/mcfcofficial) provides information and photos to another 4.3 million supporters.

# COMPLAINTS

## The MCFC Commitment

We will acknowledge receipt of all email correspondence and seek to respond to any communication within 10 working days, though this may increase during peak periods.

Should you be dissatisfied with the response you have received or feel your complaint has not been resolved and refers to a club specific issue, you can escalate your complaint for final resolution to the club's Service & Fulfilment Manager (see Club contacts for further details) or, if your complaint refers to a particular competition, with the governing body (the FA, Football League, Barclays Premier League or UEFA).

Should you still remain dissatisfied with these responses, you can escalate the case to the Independent Football Ombudsman ([www.theifo.co.uk](http://www.theifo.co.uk)). Manchester City Football Club Supporters Charter outlines our principal commitments and policies, including those for ticketing to ensure transparency and accountability.

## Complaints on a matchday

If you do have reason to complain on a matchday, please speak to a steward or a uniformed member of staff. We find that most complaints can be resolved at the time of the initial problem. If your complaint cannot be resolved on the day or is concerning another matter, please contact a member of our Supporter Services Team on: +44 (0)161 444 1894 (option 1, option 3).

## Retail Complaints

Should your complaint relate 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.

You can email [customer.service@shop.mcfc.co.uk](mailto:customer.service@shop.mcfc.co.uk) or call the customer service line on +44 (0)161 444 1894 (option 3). Standard opening hours are Monday to Friday 8am to 8pm, Weekend/Bank Holiday 10am to 4pm

Customer Service Manager  
Manchester City Online Shop  
c/o Kitbag Ltd  
Greengate, Manchester  
England, M24 1FD

Should you be dissatisfied with the response you have received or feel your complaint has not been resolved, you can escalate your complaint for final resolution to the Head of Account Management.

## Foul, Abusive and Discriminatory Behaviour

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. We understand that occasionally moderate swearing can be heard and most supporters find this reasonably acceptable. In certain areas of the stadium, e.g. the Family Stand, even moderate swearing is unacceptable. 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 -this will help us to act on them as quickly as possible.

You can also find out more about our [Respect The Badge Campaign here](#).

## Kick it Out

The 'Kick It Out' app, developed by Make Positive, a specialist cloud technology firm, and funded by the Salesforce.com Foundation, a trusted leader in cloud computing and customer relationship management, is the first-of-its-kind.

Backed by the Premier League and Football League, The Football Association (FA), and the Professional Footballers' Association (PFA), the app provides news updates on the campaign's latest projects, but its most prominent feature is the 'Report It!' function which empowers people at all levels of the game to report incidents of discrimination.

Manchester City Football Club are proud to support this campaign.

Find out more or download the app [here](#).

# CUSTOMER SERVICE

The club is proud to have developed and implemented the City Promise, an innovative customer service initiative aimed at making a visit to the Etihad Stadium the best experience in world football.

We are delighted to have been recognised for the quality of our facilities and the level of service delivered by employees but we know that there's plenty of room for improvement. The five-point 'Promise' (listed below), builds on our existing key values of Pride, Passion, Professionalism and Perseverance. It highlights our commitment to all visitors to any of the club's three sites at the Etihad Stadium, the Platt Lane Academy and the Carrington Training Centre.

We have designed the City Promise to extend through the full organisation to the thousands of staff who are employed every match day, 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 are actively inviting supporters to share both positive and negative feedback at any time via the supporters section of the website, [www.mcfc.co.uk/Fans/City-Promise](http://www.mcfc.co.uk/Fans/City-Promise)

Email questionnaires will be regularly distributed amongst supporters to enable us to monitor how well the Promises have been adhered to by all staff and to prompt further training or improvement in non-football areas of the business which are deemed to be falling short of the desired standards. Performance updates will be posted on the website throughout the season with details of physical and operational changes to have been introduced as a result of supporter feedback. The City Promise is the result of a period of extensive research by club officials into the very best in customer service.

To contact the club about the City Promise, or for general supporter enquiries, please telephone our Supporter Services team on +44 (0)161 444 1894 (option 1, option 3).

The Ticket Office and Supporter Services are open Monday - Saturday, 9am to 5:30pm (closed Sunday & Bank Holiday). Both facilities will open on the day of all scheduled first team home fixtures and Supporter Services will open for all scheduled first team away fixtures until kick-off

Last season we achieved a customer satisfaction rating of 84% from supporters, for our performance in delivering the City Promise.

Scores for all five components of the City Promise rose year on year with the biggest increase of almost 6 points, for having a great day at Manchester City.

According to the Premier League's 2011-12 National Fan Survey, Manchester City ranked in the top three of all Premier League Clubs for more than half of the statements they surveyed, with 97% of our supporters saying they feel very positive towards the club (50% being the average for supporters for all Premier League Clubs).

We were number one in the 2011-12 Premier League Match Attender Surveys

- Best Premier League facilities for supporters to bring children
- Best Premier League Club for how welcome you are made to feel when arriving at the stadium
- Best ticket price concessions for children, students and over 65s in the Premier League.

# STAFF

Manchester City Football Club expects and requires all personnel to conduct themselves in accordance with the highest ethical standards. Club personnel 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 will value, respect and promote all opportunities of cultural diversity and shall approach equality in spirit, in practice and with universal 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 ongoing organisational development of Manchester City Football Club. Personal development and internal promotions are based on suitability for the task(s) and the measured (via appraisal) performance of all staff. Manchester City Football Club, its staff, partners and contractors shall ensure that there is universal respect for all employees, customers, community groups and partners irrespective of:

- Colour
- Race
- Ethnic or national origin
- Nationality
- Religion or belief
- Age
- Gender
- Gender reassignment
- Sexual orientation
- Marital Status
- Disability

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 and engagement with all people.

This document was produced in July 2013 and all details are correct at time of production. Any details are however, subject to change as necessary.

# CLUB PARTNERS

Official Club Partners are as follows: -

**Etihad**

[www.etihad.com](http://www.etihad.com)

**Nike**

[www.nike.com](http://www.nike.com)

**Kitbag**

[www.mcfc.co.uk/shop](http://www.mcfc.co.uk/shop)

**Etisalat**

[www.etisalat.ae](http://www.etisalat.ae)

**Abu Dhabi Tourism Authority**

[www.adta.ae](http://www.adta.ae)

**Aabar**

[www.aabar.com](http://www.aabar.com)

**Hays**

[www.hays.com](http://www.hays.com)

**BT Sport**

[www.btsport.com](http://www.btsport.com)

**LG**

[www.LGnewsroom.com](http://www.LGnewsroom.com)

**FOREX.com**

[www.forex.com/mcfc](http://www.forex.com/mcfc)

**Thomas Cook Sport**

[www.thomascooksport.com](http://www.thomascooksport.com)

**Richard Mille**

[www.richardmille.com](http://www.richardmille.com)

**Hugo Boss**

[www.hugoboss.com](http://www.hugoboss.com)

**viagogo**

[www.viagogo.co.uk](http://www.viagogo.co.uk)

**Electronic Arts**

[www.ea.com](http://www.ea.com)

**Amstel** (on behalf of Heineken International)

[www.amstel.com](http://www.amstel.com)

[www.heinekeninternational.com](http://www.heinekeninternational.com)

**Harvey Nichols**

[www.harveynichols.com](http://www.harveynichols.com)

**Sytner Group**

[www.sytner.co.uk](http://www.sytner.co.uk)

# CLUB CONTACTS

## Postal Address

Manchester City Football Club  
Etihad Stadium, Etihad Campus Manchester M11 3FF

## General Enquiries

(T) +44 (0)161 444 1894 (option 1, option 3)  
(E) [mcfc@mcfc.co.uk](mailto:mcfc@mcfc.co.uk)  
(W) [www.mcfc.co.uk](http://www.mcfc.co.uk)

## Supporter Services

(T) +44 (0)161 444 1894 (option 1, option 3)  
(E) [supporterservices@mcfc.co.uk](mailto:supporterservices@mcfc.co.uk)

## Disability Liaison Officer

(T) +44 (0)161 444 1894 (option 1, option 1, option 1)  
(E) [disabledtickets@mcfc.co.uk](mailto:disabledtickets@mcfc.co.uk)  
(W) [www.mcfc.co.uk/accessinformation](http://www.mcfc.co.uk/accessinformation)

## Lisa Eaton, Service & Fulfilment (Customer Services) Manager

(T) +44 (0)161 444 1894 (option 1, option 3)  
(E) [lisa.eaton@mcfc.co.uk](mailto:lisa.eaton@mcfc.co.uk)

## Supporter Liaison Officer

(T) +44 (0)7827 997817  
(E) [slo@mcfc.co.uk](mailto:slo@mcfc.co.uk)

## Hospitality Enquiries

(T) +44 (0)161 444 1894 (option 1, option 2)  
(E) [hospitality@mcfc.co.uk](mailto:hospitality@mcfc.co.uk)  
(W) [www.mcfc.co.uk/hospitality](http://www.mcfc.co.uk/hospitality)

## Conference & Events

(T) +44 (0)161 444 4141 (option 2)  
(E) [conference@mcfc.co.uk](mailto:conference@mcfc.co.uk)

## Stadium Tours

(T) +44 (0)161 444 1894 (option 4)  
(E) [tours@mcfc.co.uk](mailto:tours@mcfc.co.uk)  
(W) [www.mcfc.co.uk/tours](http://www.mcfc.co.uk/tours)

## Retail & Merchandise

(T) +44 (0)161 444 1894 (option 3)  
(E) [customer.services@shop.mcfc.co.uk](mailto:customer.services@shop.mcfc.co.uk)  
(W) [www.mcfc.co.uk/shop](http://www.mcfc.co.uk/shop)

## City in the Community

(T) +44 (0)161 438 7715  
(E) [citcdepartment@mcfc.co.uk](mailto:citcdepartment@mcfc.co.uk)  
(W) Getting Involved (Fundraising)

## Stadium Safety & Security Manager

(T) +44 (0)161 444 1894 (option 1, option 3)  
(E) [mcfc@mcfc.co.uk](mailto:mcfc@mcfc.co.uk)

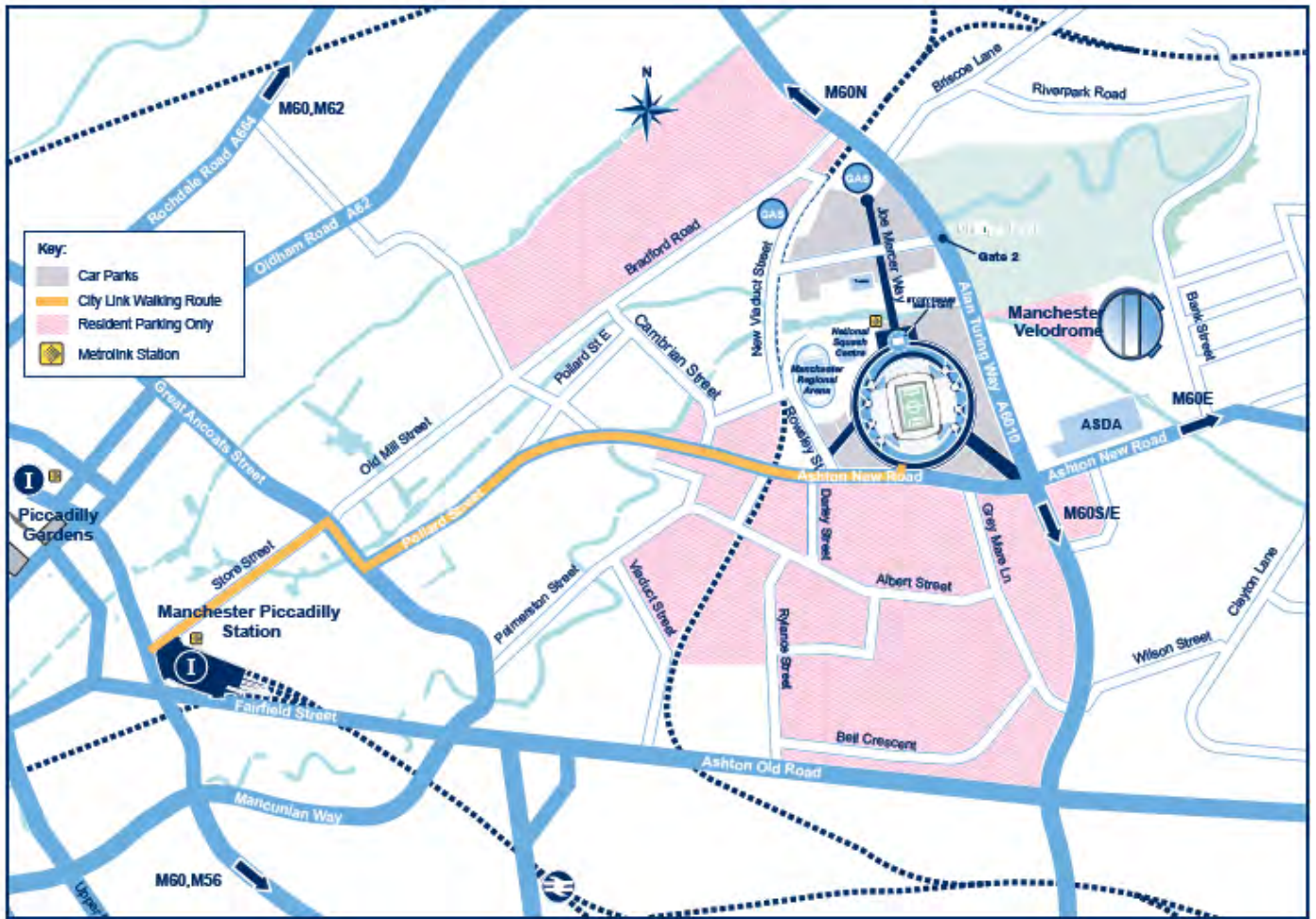
## Charities Co-ordinator

(T) +44 (0)161 438 7726  
(E) Requests for Charitable Donations



# Maps

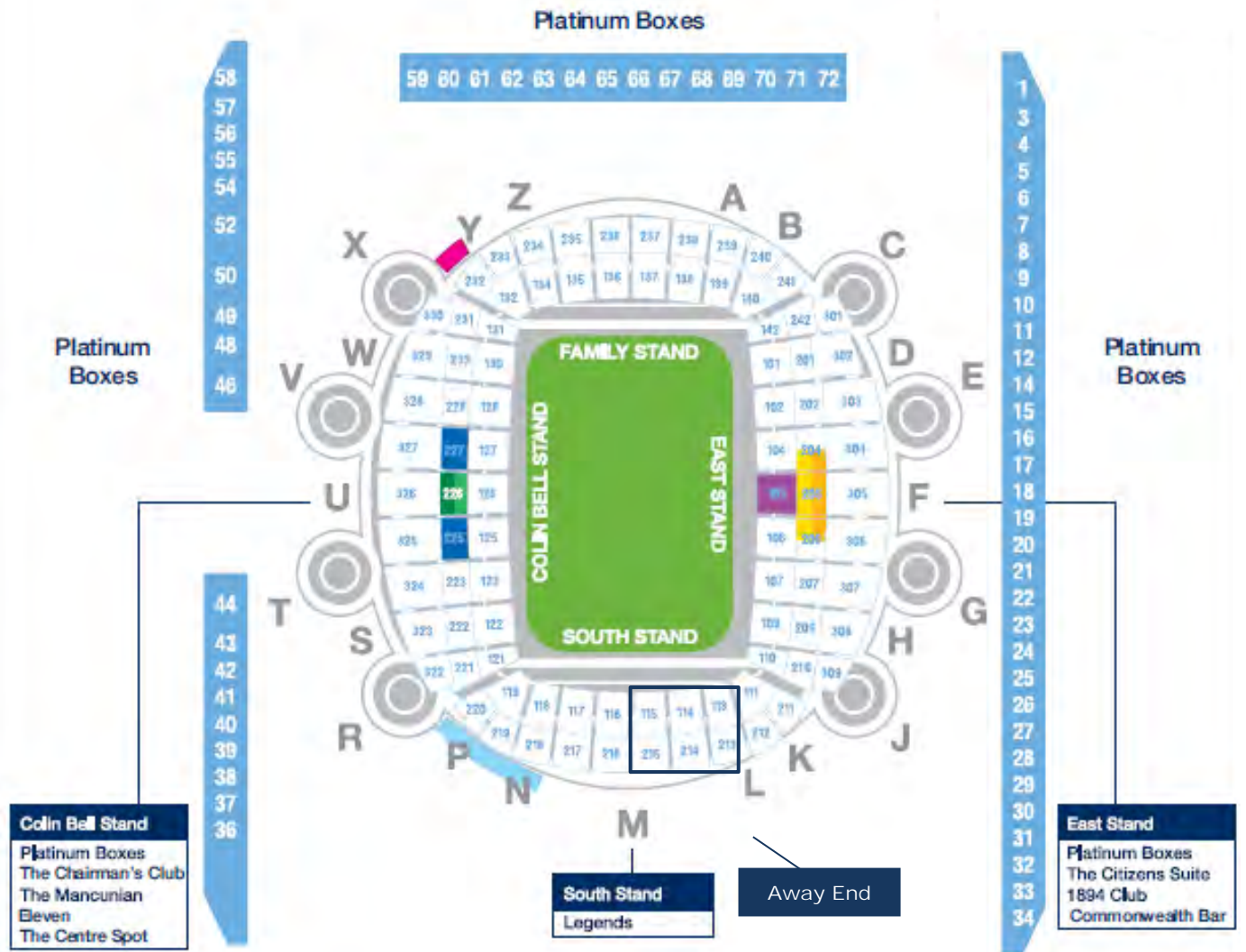
## Wider Area Plan:



Car Park Plan:



**Stadium Seating Plan and Turnstiles**



## Ground Regulations

**Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, The Premier League and The Football League in respect of the relevant competition. The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.**

"**Ground**" means this football stadium and all locations owned, occupied or utilised by the Club.

"**Club**" means this football club.

"**Match**" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"**Material**" means any audio, visual or audio-visual material or any information or data.

"**Football Authorities**" means The Premier League, Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football.

- 1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:
  - 1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations or any reasonable instruction issued by a police officer or authorised steward; and/or
  - 1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.
- 2 On no account will admission be granted to a person who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended) or has been convicted of ticket touting offences under the Criminal Justice and Public Order 1994 (as amended).
- 3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.
- 4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever.
- 5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.
- 6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.
- 7 The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.
- 8 Further, you may not bring into the Ground any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith nor may you offer (either free or for sale by any person) any goods (including literature) of any nature without the express written approval of the Management.
- 9 The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
- 10 Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground. The Club may impose a ban for one or more Matches.
- 11 The following acts are offences under the Football (Offences) Act 1991 (as amended):
  - 11.1 The throwing of any object within the Ground without lawful authority or excuse.
  - 11.2 The chanting of anything of an indecent or racist nature.
  - 11.3 The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.Conviction may result in a Banning Order being made.
- 12 All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.
- 13 Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.
- 14 The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.
- 15 Premier League stadia are smoke-free and smoking is not permitted inside the Ground.
- 16 Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.
- 17 Under the Sporting Events (Control of Alcohol etc) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:
  - 17.1 Attempting to enter the Ground or being inside the Ground whilst drunk;
  - 17.2 Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
- 18 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.

- 19 Save as set out in paragraph 16 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material. Copyright, database rights and any other intellectual property rights in any unauthorised recording or transmission is assigned (by way of present assignment of future rights) to the Club and The Premier League. You further agree (if and whenever required to do so by the Club and/or The Premier League) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and The Premier League absolutely and with full title guarantee.
- 20 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
- 21 Tickets are not transferable and may not be offered for sale without the prior written permission of the Club. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, any person who has transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions.) Tickets remain the property of the Club at all times.
- 22 CCTV cameras are in use around and in the Ground and the Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.
- 23 At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer. Failure to comply with any instruction may lead to immediate ejection from the Ground.
- 24 By entering the Ground, all persons are acknowledging that photographic images and/or video recordings (and/or stills taken from video recordings) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game or by or on behalf of the Club or any Football Authority (or their commercial partners) for marketing, training or promotional purposes. Entry into the Ground is confirmation that all persons have consented to such use of their image. If these images should feature an individual prominently the Club will make reasonable efforts to gain the consent of that person before publishing such images, however, if this is not possible, then entry into the Ground shall be deemed consent unless the Club is notified in writing to the contrary.
- 25 Further to paragraph 24, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
- 26 **Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits.**