



Club represented by: **Steve Sayer**, Operations Director; **Lisa Eaton**, Service and Fulfilment Manager; **Steve Robinson**, Sales, Operations and Planning Manager

## **TICKETING**

### **Service**

Lack of staff in the ticket office. We find ourselves queuing for anything up to an hour sometimes. What is so irritating is seeing the back office staff and nobody coming to help out. People are getting really frustrated at the waiting times. Why, when it's busy is there only one person on (or if we're lucky two)? I recognise some of the staff and wonder why they aren't coming out to help out.

*Club response: There are a number of teams within the Sales & Service department that can be viewed through the window. Not all of the teams work for the Service Delivery Team, which is where these responsibilities lie. There are many new and improved processes that have been put in place and they are not just responsible for the ticket desks, they are also responsible for answering the supporter service phone line and responding to emails. Priority needs to be shared across all 3 areas; that said at busy times the 5 x ticket desks along with the phones should have equal priority. Adjustments to the day to day structure have already been made, to redress this issue.*

Have City remedied/ironed out any problems re upgrading of tickets e.g. from junior to adult (still to be scanned as a junior at the stadium)?

*Club response: We are not aware of any issues. However we would be happy to discuss this with any supporter if this is not the case. The Supporter Services Team can be contacted on +44 161 444 1894 (option 1, then option 3).*

MANC magazine, what's happened? City have no presence on the bookshop shelves unlike Liverpool, United, Chelsea etc.

*Club response: We have decided to terminate the contract with OPublishing. We are currently chasing the publisher to acquire a full list of magazine subscribers to ensure fans receive compensation for any outstanding subscriptions terminated before the end date. However, we've been having problems getting the publisher to comply. We are chasing them on a daily basis and hope to resolve this as soon as possible.*

### **Home Matches**

Ticketing via Supporters Club. The new system the Ticket Office is employing seems to not be working too well generally. I am a member of the Cup Scheme and under the old system received a mail saying where my ticket was and how much had been debited from my account. They no longer do that and you have to log in and find out if they have taken any money and what seat you may have been allocated or ring them up - with the inevitable long wait on the phone.

*Club response: Confirmation emails should be sent to the supporter who is the 'lead' on the booking (if more than one ticket is purchased). If this is not the case, the club would be happy to speak to any supporter to check they have an up to date email and/or mobile number and look in to why an email may not have been received.*



Why can't tickets be bought over the phone right up to kick-off time?

*Club response: Every effort is made to give supporters as much choice and flexibility as possible across all sales channels. Due to the match day operation and the fulfilment involved to have these tickets ready for collection, it is not possible to provide this service. For the last two cup matches, both the phone and online sales channels were available until midday, after which we reverted to in-person sales only. We will continue to look at the match day sale and collection process and if an improved service can be offered, we would look to implement.*

Quite a few fans in the League Cup scheme couldn't gain access on the night of the Villa game and had to queue at the ticket office to have their cards activated.

*Club response: We became aware of an issue with a batch of approximately 300 seats, allocated to supporters on the League Cup Scheme, at approximately 7.10pm. Wherever possible, supporters were master-carded in by the PDA team, however some supporters were asked to go to the Stadium Ticket Office to resolve the issue. Queues at the Ticket Office also included supporters buying tickets on the night, and over 100 supporters whose payment on the scheme was not received despite numerous attempts by the Club to resolve this issue ahead of match day. After an investigation with our ticketing partner (SEE360), the source of the issue was identified and fixed. Action was also taken to ensure this would not be repeated. Finally, an email was sent last week to all 300 impacted supporters, highlighting steps taken and all those affected received a refund for this match.*

Tickets sold on viagogo for the Dortmund game (for collection on the night of the game) were not handed over to fans who didn't have any purchase history with the club. According to a group I spoke to this was never stated as a requirement when the tickets were ordered. Also, tickets were available on the night but only sold to members leaving a few dozen disappointed fans. Obviously they could have been Dortmund supporters, but they could also have been genuine football fans who wanted to see a Champions League match and there were Dortmund fans in City sections of the East Stand ? This could be problems in the future. (Liam Gallagher was kicked out at Real Madrid!)

*Club response: Any tickets sold through viagogo should reflect the respective sales criteria and restrictions placed on those buying directly through the Club. We are aware that for the Dortmund game this may not have been the case and as such a very small number of supporters attempted to buy tickets via this sales channel. Through reporting, these were quickly identified and refunded prior to the game, although a few who couldn't be contacted did turn up and were refused entry. Police intelligence from the Arsenal vs Dortmund game suggested that away fans would attempt to buy in home areas, and therefore on Police advice we were told to only sell to City fans with previous purchase history. This is a big problem for us to implement whilst trying to sell out. For clarification, Liam Gallagher was not asked to leave the Real Madrid away match, he left of his own accord, 5-minutes before the end as he always does.*



## Away Matches

Supporters Club allocation of away tickets and the fact that people with next to no loyalty points (or even people who weren't members) were getting tickets via supporters clubs. I think the question to the club therefore is what percentage of away tickets go to the Supporters Club or does it vary from game to game? Does the club have any input into how they are allocated once they are given to the supporters club?

*Club response: Supporters clubs receive around 10% of the allocation for each match. Supporters Clubs are asked to reflect the respective game's qualifying criteria. It should be noted that they also take additional tickets for games we struggle to sell, e.g. League Cup.*

Given the number of City fans in the neutral section at Fulham, could we / should we have taken the larger allocation?

*Club response: We could have taken an extra 1,300 tickets. However, at that point (14th August) we had yet to go on sale. Tickets were priced at £49 and we had to gauge support against financial risk. In the two previous seasons we only took 1,700 and in 2010/11 (Sunday) we only sold these in the days leading up to the game. Last year we sold out to supporters with 2,000 points. In previous years we have taken a hit on Tottenham, Everton (last season 800 unsold), and Liverpool (400 unsold). It is a big risk when we have Champions League and League Cup games at home unsold.*

Why, with 2 weeks to go, has there been no information about the tickets for the Ajax away game? Fans have had to make travel arrangements with no idea about the points required or the price.

*Club response: Ticket information for domestic away games is released approximately 4 weeks prior to each game. However, there are difficulties in Europe. For example, for the Real Madrid away game we only had 2.5 weeks from the draw being made. For Ajax, we have had difficulty in arranging the inspection visit and collecting tickets. We were also trying to negotiate the price of the ticket on behalf of our supporters. For Dortmund, we plan to go on sale as soon as possible, with the inspection visit planned for week commencing 29 October.*

Have we had any response or feedback from Madrid or UEFA re: the police "brutality" near the stadium?

*Club response: We wanted to be in a position where we were absolutely clear about the nature and scale of the events on the evening in question in order to present the clearest picture to the relevant authorities. Following the collation of all materials we have raised the complaint to both UEFA and the Foreign and Commonwealth Office.*

## STADIUM

Why is WiFi not yet available? Lack of Wifi or general 3G coverage at the ground?

*Club response: The increase of smart phones and their usage has seen mobile signals at our stadium on match days deteriorate. We are in discussion with the major telecommunication companies to increase the bandwidth that is provided at the stadium so that calls and texts can be sent. This will involve a significant infrastructure installation. We are also looking to change our wireless coverage across the stadium to open this up to the public but as you can imagine, a confined space with 47,500 people and lots of concrete, means that we need a sophisticated wireless solution that allows for more than just social network updates or web browsing. We believe by choosing the right solution will allow us to offer more solutions that support our digital innovation instead of just basic web browsing.*



The club said they'd produce an app for Android phones. These have a much greater usage than iPhones and a mobile app is essential as there is so much content on each page of the website.

*Club response: We now have a mobile website which is [m.mcfc.co.uk](http://m.mcfc.co.uk) which replicates all information on the site and in the iPhone app. We're looking to launch an Android app and we hope to have this tested and launched this season. It is worth noting the e-programme app is available for Android phones and is available on the 'playstore'.*

Ladies toilets in City Square are now being used a lot more and run out of toilet roll very early on. Any chance of some hooks on the backs of WC doors at City Square as the floor gets wet on rainy days? (Why not all WC doors?). Bigger bins for used paper towels (and restocking).

*Club response: This will be addressed ahead of the next home match.*

The excessive volume of the Public Address System since the QPR match. The volume (and bass) is far in excess of 2010/11 and 2011/12 season levels. The awful 'garage' type music we are being subjected to, compounded by the excessive volume.

*Club response: The PA levels have not been adjusted this summer, although some remedial work has been undertaken to the amplifiers which may mean, in certain areas, the speakers are working better than before. If anyone has a specific issue with their seat location they are encouraged to email their details to Supporter Services ([supporterservices@mcfc.co.uk](mailto:supporterservices@mcfc.co.uk)) so that we can carry out acoustic monitoring at the next match.*

Match Programme; articles are repeated from the failed MANC magazine.

*Club response: The number of pages within the programme has increased this season. There will inevitably be some cross-over. The programme is also available digitally, to a far reaching and wider audience and whilst we strive to ensure different and varied content, some of it will be repeated.*

## **RETAIL**

When are we going to see a photograph of the Champions in the store as we walk up Joe Mercer Way? It's been a while since we won the FA Cup.

*Club response: Whilst we look to update imagery around the stadium at all times, we are very proud of winning the FA Cup. As it is an important part of our recent history and we have no plans to remove this at the moment.*

## **OTHER**

Financial Fair Play; shouldn't the club be protesting instead of complying?

*Club response: UEFA's ambition is that of financial sustainability for all football clubs. Manchester City's stated ambition, from day 1, in 2008 was and is for financial sustainability for Manchester City Football Club. We have a convergence of views and share the same aims. Everybody wants to reach this as quickly as possible. The Club is fully committed to, and supportive of, fair and appropriate guidelines to ensure the responsible operations of football clubs across Europe provided that they encourage further industry investment and growth.*



How are people who break ground regulations and commit an offence, heroes?

<http://www.mcfc.co.uk/News/Club-news/2012/August/You-Tube-Heroes>

*Club response: The You Tube Heroes campaign was a unique way to celebrate a unique end to a football season, one that will live in the memory of any City fan present or watching on TV. "Heroes" is a tongue in cheek description of the supporters who became iconic as the celebrations unfolded on the day and the stories portrayed the emotion of the day. The club recognises that the outpouring of emotion was a result of the incredible way the season ended, described by Francis Lee of Roy of the Rovers stuff. The club remains steadfast in its position on the ground regulations and will look to enforce them correctly and properly to ensure that all supporters enjoy their match day experience.*

The next meeting of Points of Blue is scheduled for January 2013.