

## Manchester United Fans' Forum – Agenda

### Wednesday 28<sup>th</sup> June 2023

#### Forum Members Present

James Coatsworth	STH Rep.
Keith Coutts	Over 65 STH Rep.
Duncan Drasdo	Covering ISLO Rep.
Alan Harvey	STH Rep.
Deborah Henry	Women's Team Rep.
Fiona Lynch	UK Membership Rep.
John Massey	Executive Club Rep.
John-Paul Monck - <i>Virtual</i>	Overseas Members Rep.
Demetris Nathanael – <i>Virtual</i>	Overseas MUSC Rep.
Chris Rumfitt – <i>Virtual</i>	MUST Rep.
Anthony Sewart	Family Stand Rep.
Luca Black	U21 Rep.
Chas Banks	MUDSA

#### Club and Foundation Officials Present

Richard Arnold	Chief Executive Officer
Dave Chapman	MU Foundation – Hub Development Manger
Sam Kelleher	Director of Supporter Services
Rick McGagh	Head of Fan Engagement
John Murtough	Football Director
Claire Mulroy	Ticketing & Membership Manager
Ellie Norman	Chief Communications Officer
Collette Roche	Chief Operating Officer
Andrew Ward	Director of Media Relations and Public Affairs

Topic	Speaker	Topic Notes
<b>Apologies</b>	CR	<ul style="list-style-type: none"> <li>• Zygmunt Baranski</li> <li>• Mick Thorne</li> <li>• Janine Rose</li> <li>• Jim Liggett</li> <li>• John Shiels</li> </ul>
<b>Minutes of Last Meeting</b>	CR	<ul style="list-style-type: none"> <li>• The minutes of the last Fans' Forum meeting were shared, approved and are published on our website</li> </ul>
<b>Welcome</b>	CR	<ul style="list-style-type: none"> <li>• I'd like to welcome everyone to the fourth, and final, Fans Forum of the season. I hope you have had a good couple of weeks rest and are already looking forward to next season!</li> <li>• Before I hand over to Richard for some opening remarks, I would like to recognise the efforts of two fans' forum reps who finish their time with us after today's meeting.</li> <li>• Alan joined the Fan's Forum originally as the family stand rep and then moved onto being one of our season ticket holder reps. Alan has provided great insight and challenge across a number of areas over the past 7 years including domestic and European away travel and ticketing and has really helped us improve things for travelling fans.</li> <li>• Janine has been our 'local area rep' for the past 6 seasons and has been a great support across areas such as transport, facilities at Old Trafford, family friendly initiatives and the growth of the women's team.</li> <li>• Thank you both for your incredible support and dedication. This forum relies on individuals such as you to give up your time, to listen to your fellow fans and to proactively work with the club to improve things. You have both done that and we would now will now present you with a small gift as a token of our appreciation.</li> </ul>

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Richard Arnold	RA	<ul style="list-style-type: none"> <li>• Thank you, Janine and Alan, and to all of you for your hard work and support in what has been another incredibly busy season.</li> <li>• As we look back on the 2022/23 season, I believe we can say with confidence that it was a season of progress for both our men's and the women's teams.</li> <li>• On the men's side, while the season ended on a very disappointing note at Wembley, we were delighted to win the Carabao Cup and finish third in the Premier League to qualify for next season's Champions League.</li> <li>• Our women's team also qualified for the Champions League for the first time as runners-up in the WSL, and also reached their first FA Cup Final.</li> <li>• There is further to go and more work to do for both teams, because at Manchester United we're never going to be satisfied with second or third place. We always set out to win any game or competition we enter.</li> <li>• But I hope we can all agree that we've seen big steps forward this season towards our objective to "win the United Way".</li> <li>• Erik, Marc, the players, and football staff deserve huge credit for their hard work all season.</li> <li>• But we also need to recognise the role of John and his football leadership team in creating the right structures and environment to support successful teams.</li> <li>• That's a never-ending process, because in football you never reach perfection. But we're a lot closer to where we want to be at the end of this season than where we were a year ago.</li> <li>• I'll leave John to give more detail on that process but suffice to say we're already hard at work preparing to strengthen both squads for next season.</li> <li>• One of the most satisfying things about the past season has been the reconnection we've seen between the men's team and the fans, and the positive atmosphere that has been created at Old Trafford and on the road.</li> <li>• We saw a record number of tickets sold for games at Old Trafford this season – over 2.3m – and, crucially, the number of no-shows was sharply reduced because of the measures introduced in consultation with this Forum and the Fans' Advisory Board to give fans more options for transferring or donating tickets.</li> <li>• That means more seats than ever being occupied, which means more fans getting to see games, more support for the team, and over £500,000 raised for the Foundation through ticket donations over the course of the season.</li> <li>• It's been a similar story at our women's games with sharply increased attendances at Leigh Sports Village and around 60,000 fans attending our two WSL fixtures at Old Trafford.</li> <li>• Other fan-focused initiatives since we last met have included the launch of regular 'Warm-Up' social events for members of our official supporters clubs the night before games at Old Trafford. Thanks to Rick for driving and hosting these evenings, which have already proved very popular.</li> <li>• We were also pleased to support subsidised coach travel to the FA Cup Final this month to assist fans in reaching Wembley despite the rail strike, and hopefully you all got your free bucket hats which helped paint the United end red.</li> </ul>

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		<ul style="list-style-type: none"> <li>• We continue to mourn the loss of our friend and colleague Ian Stirling and we were pleased to welcome Ian's wife, Lynn, and his daughter, Lucy, to our end of season awards ceremony last month to receive the inaugural Ian Stirling Fan Award on his behalf.</li> <li>• Those present will testify to what an incredibly poignant occasion it was to see Ian honoured in that way in front of the men's and women's players, and the award will now provide a lasting legacy for Ian by recognising an individual or organisation who has made an extraordinary contribution to the United fan base each year.</li> <li>• Finally, a word about the strategic review. I know that you will all be eager for an update on the process but all I can tell you is that the work is ongoing. Investment of the scale being contemplated is a complicated business and Raine, the appointed investment bank, is continuing to work together with the owners to assess the options. What I can assure you is that we have impressed upon all parties the importance of fan engagement and we can assure you that this body will be kept informed of all key developments as soon as we are able to.</li> <li>• Thank you as always for your contribution to this body, and to the wider United fan community, and I'm looking forward to another constructive discussion today.</li> <li>• Let's pause there to address any questions you have in response to my remarks. <ul style="list-style-type: none"> <li>○ <i>QUESTIONS ON STRATEGIC REVIEW</i></li> </ul> </li> <li>• <i>LB – Is investment on stadium and training ground now paused?</i></li> <li>• <i>No, £7m of investment in the Carrington training centre is ongoing this summer to improve facilities for our women's team and academy, and various upgrades are under way at Old Trafford, including expansion of safe standing.</i></li> <li>• <i>JM/CR – Fans are very unhappy about the uncertainty over the strategic review and worried that the Glazers won't sell.</i></li> <li>• <i>We are not able to provide a running commentary on the strategic review because of strict rules governing the sharing of market sensitive information. We will communicate with fans at the earliest opportunity.</i></li> <li>• <i>JC will any announcements go via the Stock Exchange?</i></li> <li>• <i>Yes.</i></li> </ul>
John Murtough	JM	<ul style="list-style-type: none"> <li>• Thanks Richard.</li> <li>• As you said, it's been a season of progression for both our men's and women's teams, but we don't want to dwell too long on the achievements because we know there's a lot more work to do to get the levels we're aiming for.</li> <li>• So, I thought as a focus today it would be useful to give you a bit more insight on our recruitment and squad-planning process so you understand the work that's going on behind the scenes to give Erik and Marc the players they need to compete next season and beyond.</li> <li>• If you listen to social media, you would think that recruitment is something that starts in June and ends in September, plus a little bit in January.</li> <li>• The reality is that it's a year-round process, and starts with an evaluation of the strengths and weaknesses of our existing first team and Academy squads – on both the men's and women's sides – to understand where there are gaps that need to be filled through external recruitment.</li> </ul>

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		<ul style="list-style-type: none"> <li>• That analysis dictates where we focus our scouting activity to identify target players for each of the priority positions, and we do this well in advance to give us time to build a picture of the market and narrow down our choices.</li> <li>• Almost as soon as the summer window closes, we convene a meeting to start the process for next summer, involving myself, Erik and our senior scouts and data analysts. We have a similar process on the women's side, led by Polly Bancroft working closely with Marc Skinner.</li> <li>• These groups meet regularly over the course of the season to update on both human reports from our scouting network and analysis of performance data from Dominic's Jordan's team.</li> <li>• As we get nearer the summer window, we begin to narrow down our list of targets and this is always done in consensus between the scouts and the first team manager. If one side or the other doesn't like a player, then we don't go for them.</li> <li>• We also work closely with the finance department to establish the budget parameters for the window. By the time the window opens, the aim is to know which players we want to buy and how much money we have to achieve that.</li> <li>• It's then my team's job to go out and negotiate with clubs and agents to secure our targets, and we're adding additional capability in this area with Matt Hargreaves joining us from adidas recently to become head of player negotiations.</li> <li>• I know there has been a lot of speculation about the strategic review creating uncertainty around this summer's recruitment but the reality is that it's business-as-usual based on the plan we have had in place since last autumn.</li> <li>• It doesn't really make much difference who the owner is because the financial parameters would be the same due to FFP rules. These are the main constraints on how much we can spend this summer, not ownership issues, so we will have to be disciplined in our approach.</li> <li>• We're fortunate to have stronger financial foundations than most clubs so we will have funds available for investment this summer. But there is a limit and beyond that we would have to sell to remain compliant.</li> <li>• We're by no means the only club in this position. Many of our main Premier League peers are also facing FFP constraints.</li> <li>• Provided everyone else plays by the same rules we are supportive of strong financial fair play rules to help keep the game sustainable and competitive. So, we're not complaining because it can provide useful clarity for everyone, and discipline to the market.</li> <li>• Our dream is to wrap up a transfer without anyone knowing before it is announced, but unfortunately that is almost impossible in the social media age, and we are resigned to the fact that every summer window is very noisy. But it's important to recognise that we are only ever seriously pursuing a fraction of the players we are linked with and many names you read about in the media are just being pushed by agents trying to attract interest in their clients.</li> <li>• But I can assure you that we have a clear plan, for both incomings and outgoing, and we are well advanced in executing it. So, watch this space. We'll share news as soon as we can. And hopefully by the time the men's and women's seasons kick-off, we'll have managed to strengthen both squads.</li> </ul>

Topic	Speaker	Topic Notes
Main Forum Introduction	CR	<p><b>Ticketing and Membership</b></p> <ul style="list-style-type: none"> <li>• Our fans have again proved themselves the most loyal in the world with record renewal levels for both Season Tickets and Executive Club, and now with c150,000 people on our waiting lists.</li> <li>• This loyal support carries through to match days with all match tickets in the 2022/23 Europa league campaign, where we sold more tickets than any other season in history, selling out exclusively to Official Members (historically lower demand cup games have gone on general sale, none of the fourteen played last season did!).</li> <li>• Again, to recognise the loyalty of those members we closed the membership scheme in January for the first time ever, ensuring that all remaining tickets went to those people who had already joined the scheme</li> </ul> <p><b>Old Trafford – Summer Works</b></p> <ul style="list-style-type: none"> <li>• There is a significant amount of activity taking place at Old Trafford this summer, in addition to the two events that were successfully hosted in June (Soccer Aid &amp; England EUROQ), with the Soccer Aid event raising c£15m for good causes including £500k for MUF. John will cover more in his update later.</li> <li>• Works are underway for the installation of c2,000 rail seats in the Stretford End, which will reduce risks of persistent standing in that area. This follows on from consultation with key stakeholders, including the SGSA and leading fan groups such as The Red Army (who currently occupy that area). Once complete, it will bring our rail seating complement to c6,000 across the stadium, following on from the successful installations previously undertaken in the North-East Quadrant and away section. We will continue to consider further roll-outs in due course.</li> <li>• Works have also begun in a number of other areas, including the SBC Stand, where various hospitality suites and other facilities are being refurbished in order to deliver an enhanced experience for fans &amp; guests. We have also commenced design work in relation to a new match-by-match hospitality facility in NW Quadrant, which will be ready by the start of the 2024/25 season. This follows on from the successful launch of our latest offering, The Trinity Club, which opened to the public at the Fulham game in May.</li> <li>• Other works taking place this summer include improvements to our concourses (e.g. new EPOS system for Kiosks, new HD TVs with IPTV capability etc.), our player facilities (e.g. renovation of our award-winning pitch), and general stadium &amp; site maintenance (e.g. roof sheeting upgrades).</li> <li>• Overall, up to 100 contractors will be on site daily in relation to the above activities.</li> </ul> <p><b>Carrington – Summer Works</b></p> <ul style="list-style-type: none"> <li>• We are also making significant investment in our training facilities at Carrington, with various works ongoing during the summer.</li> <li>• Good progress is being made with the construction of our new £7m Women’s and Academy Building, which will provide additional space for the respective teams, players and staff. The final building module (out of 66 in total) was lifted into position at the end of May, and the internal fit-out is now underway. Works are expected to be completed September.</li> </ul>

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		<ul style="list-style-type: none"> <li>• Other activities taking place include refurbishment of pitches, addition of new dugouts, new kit storage facility, footpath improvements &amp; other general maintenance works across the site.</li> </ul> <p><b>Tour 2023</b></p> <ul style="list-style-type: none"> <li>• We are now only a couple of weeks away from our first pre-season game ahead of the 2023-24 men's season.</li> <li>• We have announced 7 Tour/pre-season matches so far, with 4 US matches in New York, San Diego, Houston and Las Vegas and 3 pre-season fixtures in Oslo, Edinburgh and Dublin.</li> <li>• One final pre-season match will be announced in July.</li> <li>• San Diego, Oslo and Dublin have now sold out with New York and Houston close to sell out.</li> <li>• The two main aims of this tour are: <ul style="list-style-type: none"> <li>○ To give Erik and the squad the optimal preparation ahead of next season so they can hit the ground running. This means ensuring we have the best possible training facilities, stadiums to play in and the right opposition. It also includes making sure all the logistics around the tour are as smooth as possible and we have worked extensively with Erik, Mitchell and John to agree our schedules.</li> <li>○ To deepen our engagement with our supporters around the world. We have huge numbers of fans in all the countries and cities we are visiting and it is fantastic to be able to work with our local supporters' clubs to bring fans close to the club. Rick will give some more detail on this in his update.</li> </ul> </li> <li>• Plans are also underway for MUW tour (note MUW season doesn't start until September)</li> </ul> <p>FL – Please can regular updates of the new MUW training facilities be published and improvements made to Old Trafford publicised.</p> <p><b>Old Trafford – WiFi</b></p> <ul style="list-style-type: none"> <li>• At the time of our last meeting, we were in the midst of beta testing Stadium Wi-Fi in back of house areas, before the system was rolled out, and piloted, across the full stadium.</li> <li>• I am pleased to say that full stadium pilot was successfully executed during the last few games of the season, with a high level of adoption, quality of service and positive feedback received.</li> <li>• Since we switched on the system, there have been over 108k total connections, with a peak of c19k concurrent users at half time for the Fulham match.</li> <li>• Some final fine tuning will be undertaken during the summer to ensure that the system is fully optimised when fans return to Old Trafford for the full launch in August.</li> <li>• Thanks again to Extreme Networks for all their great work in leading the installation &amp; delivering the state-of-the-art service.</li> </ul>

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Update from FAB	EN	<ul style="list-style-type: none"> <li>• First full season of FAB in place with connection between Club and fans growing again. <ul style="list-style-type: none"> <li>○ Support for MU &amp; MUW teams at home and away games</li> <li>○ Growth of official membership to record levels</li> <li>○ Closer working with Official Supporters Clubs across the world</li> </ul> </li> <li>• Progress made with changes implemented because of FAB with Cup Ticket Scheme and ticket forwarding options, resulting in over £500k from fans donated to the Foundation.</li> <li>• Agreement to schedule twice yearly communications from FAB co-chairs to fans.</li> <li>• Focus on following discussion points; <ul style="list-style-type: none"> <li>○ Strategic Review. Club provided update on Strategic Review, with process ongoing. FAB members provided opportunity to ask questions.</li> <li>○ POTY Awards. Full support of introduction of the Fan Award in memory of Ian Stirling and his immeasurable contribution to fans over many years. Awarded to Ian Stirling post-humorously and presented to his family.</li> <li>○ Football. <ul style="list-style-type: none"> <li>▪ MU – review and approach to season ahead with strategy and plan shared for recruitment. Recruitment not impacted by on-going Strategic Review as clear strategy and plan in place for last year, and requirement to operate within FFP.</li> <li>▪ MUW – 5 year vision shared and recruitment plan active with Marc. Work with FF to gain clarity on fan engagement strategy.</li> </ul> </li> </ul> </li> </ul>
Fan Engagement	RMc	<p data-bbox="501 1151 1050 1182"><b>Premier League Fan Engagement Standard</b></p> <ul style="list-style-type: none"> <li>• As previously discussed at this Forum, following the unanimous agreement of all 20 Clubs last November, the Premier League has recently officially launched its Fan Engagement Standard</li> <li>• As you'd expect, we have fully supported the Premier League's commitment to developing this new Fan Engagement Standard and have worked with them and our Fan Advisory Board to develop it. We're proud of the contribution we've made in helping make it a reality not just for us, but for all clubs and all supporters. And we are determined to continue to lead the way and continue to think fan first.</li> <li>• Ahead of the new season we will publish our 23-24 fan engagement plan on our website for all supporters to read. Central to the way we engage with our fanbase and improve their experience is this Forum and we will look to continue improving the way we work.</li> <li>• We have also volunteered to be one of the clubs who will pilot the new assessment process for accreditation once the PL have developed it.</li> </ul> <p data-bbox="501 1760 632 1792"><b>Tour 2023</b></p> <ul style="list-style-type: none"> <li>• We are delighted to be visiting Norway, Scotland, USA and Ireland on our summer Tour and giving our fans the opportunity to see the reds play</li> <li>• Following feedback in recent years about issues UK based fans have trying to purchase tickets for overseas tours, this year we held a number of the lowest price tickets back for our season ticket holders and communicated this out. The feedback has been positive and we will continue to do this for future games where possible</li> <li>• We have also worked extensively with our official supporters' clubs:</li> </ul>

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		<ul style="list-style-type: none"> <li>○ We reserved large areas exclusively for the official supporters' clubs to sell for several games with tickets at the lowest price category</li> <li>○ Worked with the SCs to plan a range of fan engagement activity while over on tour – bringing our fans closer to the club and deepening engagement</li> <li>○ Helped the supporters' clubs to grow by giving them access to exclusive events and competitions prizes etc</li> </ul> <ul style="list-style-type: none"> <li>● We have worked with the MU Foundation and have teamed up with two of our US based official supporters' clubs and two local charities to give their children unique experiences and to create a legacy and relationship which will continue long after tour finishes</li> </ul> <p><b>The Warm-up events</b></p> <ul style="list-style-type: none"> <li>● Last season we piloted two 'warm-up' events. These took place the evening before a home game in the International Suite in the Stretford End and gave our international supporters' club fans who were over for the game the opportunity to come along and meet fellow reds, have a drink and listen to a legend Q&amp;A.</li> <li>● The events were incredibly popular with both selling out and us welcoming fans from 37 supporters clubs across 21 different countries.</li> <li>● We also supported the MUF and raised over £10k through raffles and auctions</li> <li>● We are planning more for this season so watch this space!</li> </ul> <p><b>Ian Stirling Fan Award</b></p> <ul style="list-style-type: none"> <li>● As Richard touched on, we launched our first ever Fan Award at the recent Player of the Year Awards. This will be an annual award in recognition of a fan who has gone above and beyond and made a significant contribution to their fellow fans, the club or their local community</li> <li>● We named the award after our dear friend Ian Stirling and we welcomed his wife Lynn and daughter Lucy to collect the award on behalf of Ian, its first recipient</li> <li>● We will work with this forum and our fans to receive nominations for next years winner and we are proud to have an award recognising our fans along with our first team and youth players.</li> </ul> <p><b>Official Supporters' Clubs</b></p> <ul style="list-style-type: none"> <li>● We are incredibly proud of our global network of official supporters' clubs, with 275 across 94 countries</li> <li>● We have recently concluded a large piece of discovery work with the club secretaries and their members to understand how we can best support them going forward and help them to grow</li> <li>● We are sharing feedback with the clubs early in July ahead of next season and we look forward to strengthening these important relationships</li> </ul> <p><b>Other activity</b></p> <ul style="list-style-type: none"> <li>● We were delighted to welcome MUDSA for their annual event which I am sure Chas will touch on during his update. It was a great day with over 20 players in attendance and we look forward to the annual dinner later this year.</li> <li>● I would like to thank the Rainbow Devils supporters' club for all their help and assistance on developing our comms and our approach to the issue of homophobic chanting, and specifically around the issue of the 'rent boy' term which the CPS have now classified as a hate crime. We will continue</li> </ul>



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		<p>to work hard to educate fans and to eradicate any form of discrimination from our stadium, online channels and from the game.</p> <ul style="list-style-type: none"> <li>• Fans who attended the men's FA Cup final were each gifted a limited-edition bucket hat. The hats followed on from the success of the red-and-white scarves that were placed on every seat at the Carabao Cup final and after one of the busiest seasons in our history were our way of rewarding fans with something they can use during the summer break.</li> <li>• At the women's FA Cup Final we provided flags for all fans. To support our ongoing commitment to sustainability, the flags were made from recycled plastic bottles. Both finals saw a sea of red, white and black and we would like to thank our fans for their incredible support.</li> <li>• With thanks to our global partner Cadbury, we were recently able to work with MU Soccer Schools to provide a special session for a group of visiting young Reds from Scandinavia. The kids were treated to a Saturday afternoon of football fun at The Cliff Training Ground during their time in Manchester with our Scandinavian supporters' club.</li> <li>• And a number of fans from our official supporters' club and our official fans team had the unbelievable experience of playing at Old Trafford thanks to Tezos. This was part of their annual pitch day and everyone in attendance had a day they will never forget.</li> <li>• Several of you here joined us for the unveiling of the Jimmy Murphy Statue at the back of the Stretford End. We would again like to thank the coalition of fan groups who championed and supported the idea and for all fans who came along to make it such a special event.</li> </ul>
<p><b>Ticketing Update</b></p>	<p>SK</p>	<p><b>Ticket Touting</b></p> <ul style="list-style-type: none"> <li>• As we have discussed many times in the past, ticket touting remains a huge issue for our fans and across the Premier League. We remain as committed as ever to limit the supply of tickets to touts, and to protect our fans from paying inflated prices for match tickets.</li> <li>• For our 2022/23 home Premier League game against Chelsea, we were alerted as part of our standard pre-match checks, that over 600 match tickets had been purchased online by touts using bots. We are also aware that touts have developed APIs feeding directly into our website and are working with our ticketing system provider to see what can be done to limit this.</li> <li>• Following the release of the 2023/24 Premier League fixtures on Thursday 15<sup>th</sup> June, our searches of key websites and social media has alerted us to thousands of tickets already being listed for unauthorised resale.</li> <li>• Over 5,000 sanctions were issued over the course of last season, and we would like to remind all fans of the increased options available to Season Ticket holders, and that there is no reason to ever transfer a ticket in an unauthorised manner e.g. on social media. Fans can forward to Official Members, return the ticket for a refund or donate the cost to MU Foundation. Official Members can return their ticket for a refund if they are unable to attend.</li> <li>• We have also seen an increase last season in the number of fraudulent (fake) tickets being issued, and the manipulation of Print at Home tickets i.e. being doctored or used as a template for fake tickets. Following the successful rollout of mobile-only tickets for our four games at Wembley this season, we are removing the Print at Home option for 2023/24 to assist with this.</li> <li>• Despite mobile-only tickets being incredibly successful for our games at Wembley, with no access issues, duplicates or complaints that were not resolved (unlike the opposing four clubs), still fans found mechanisms to advertise or resell their tickets in an unauthorised manner, again for vastly increased prices. We received lots of complaints from Season Ticket holders who were not eligible to apply for this game, regarding fans considered the most loyal touting their tickets.</li> </ul>

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		<ul style="list-style-type: none"> <li>• We have been independently approached to further clamp down on this issue and ensure that tickets are used by our loyal ticket holders who plan to personally attend matches. We are therefore exploring technological options which will make passing tickets on in an unauthorised manner much more difficult for those looking to make money, or control large groups of tickets outside of policies.</li> </ul> <p><b>Survey &amp; Potential ID checks</b></p> <ul style="list-style-type: none"> <li>• To support this work, we recently sent Season Ticket holders an email summarising the ticket touting issues that we face and asked them to complete a short survey.</li> <li>• Almost two thirds of fans (61%) stated they were concerned about ticket touting (vs 16% who are unconcerned).</li> <li>• In terms of fans wanting to see us do more, 86% would like the club to take further preventative action, 78% are willing to verify their identity and 81% would like to see increased sanctions.</li> <li>• Over 500 fans contacted us to change the details held as part of this process and we believe the verification that all tickets are held in legitimate names, if the first step of a number of measures we can take to reduce, if not eliminate this issue.</li> <li>• Respondents however weren't in favour of random spot-checks of tickets (largely due to delayed entry to the stadium), with 52% opposing this measure.</li> <li>• Based on this feedback, and coupled with our investigation into how we can prevent tickets being shared or resold unofficially, we will ask all Season Ticket holders to verify some form of identity prior to issuing their Season Tickets for next season. The process identified takes minutes, and alternative options will be available for those without ID or e.g. children. Details will be sent to all ticket holders over the next week or so.</li> </ul> <p><b>Attendance</b></p> <ul style="list-style-type: none"> <li>• As we have discussed in previous meetings, we are working hard to ensure that as many seats in the stadium as possible are occupied and that we know who is using them. Last season we introduced a 50% attendance policy for Season Ticket holders as well as the options that I have already mentioned today (forward, return for a refund or donate).</li> <li>• As a result of these changes, there has been a 42% decrease in the number of tickets being purchased and not used, and ticket holders instead using the options available. There were 200,000 tickets across all games that were repurposed as part of the schemes, as well as over £500,000 raised for MU Foundation.</li> <li>• There is still a long way to go to ensure a full stadium of support for the team, and for next season fans are required to attend 75% of matches (14 of 19 home Premier League games). We are also rolling the policy out to include disabled supporters from next season, to ensure parity across all supporters and ensure that our in-demand accessible facilities are also available to as many Official Members as possible.</li> <li>• In terms of regularity of communications, it was agreed in this forum last season that we would communicate with fans when they had missed 3, 6 and 9 games. For next season, we propose to communicate with fans when they miss 2, 4 and 5 games.</li> <li>• However, it's important to note that these communications serve as reminder only, there is no reason why any tickets should go unused for any game. Whilst we state the 'return your ticket' options are only confirmed to be</li> </ul>

Topic	Speaker	Topic Notes
		<p>available until 14 days before the game, in reality they are usually available until 3 hours before kick-off.</p> <p><b>Home Game Ticket Availability</b></p> <ul style="list-style-type: none"> <li>Following the 2023/24 Premier League fixture release on 15<sup>th</sup> June, I wanted to provide an update around match ticket access and availability, as with our Official Member base growing each season – we closed 2022/23 Membership on 360,000 Members in January, and already have over 310,000 Members signed up for 2023/24 – the supply and demand issue remains.</li> <li>At 11am Thursday 15<sup>th</sup> June over a thousand tickets were released for sale for every home Premier League game, other than balloted games. These all sold by 2pm. We then communicated with our Season Ticket holders and reminded them of their options if there were any games they knew they would be unable to attend, and have announced the next major release as Tuesday 18<sup>th</sup> July.</li> <li>Based on last season, there will be between 100-500 more ticket releases across the season, and we will continue to make as many tickets available to Members as possible, whilst honouring other contractual obligations.</li> </ul>
<p><b>MU Foundation Update</b></p>	<p>DC</p>	<p><b>Dream Day</b></p> <ul style="list-style-type: none"> <li>The Foundation facilitates two ‘Dream Days’ each season on behalf of the club, giving young fans living with life-limiting illnesses the opportunity to watch our men’s first team train, before meeting the players to take photos, receive autographs and share precious moments with their United heroes.</li> <li>Dream Day is always a cherished and humbling experience where families leave with life-long memories. Our latest Dream Day took place in April, and it was brilliant to see the strong connection between the young people and our players.</li> </ul> <p><b>Player activity</b></p> <ul style="list-style-type: none"> <li>Not only have Dream Days gone back to a pre-covid pandemic level this year, but so have player community engagements.</li> <li>We recorded 243 player engagements and visits this season (160 men’s and Under-23 appearances, and 83 from the women’s team).</li> <li>Manchester United has a strong tradition of being present and active in our local communities and we see first-hand the incredible impact it makes. This year we crowned Fred and Aoife Mannion as our PFA Community Champions, both of whom have been especially supportive of our work.</li> <li>In May, Fred visited Loreto High School in Chorlton with Alejandro Garnacho, to meet junior leaders and learn about their life experiences, for those of you who have not seen it, please take time out to watch it on our Foundation You Tube channel.</li> <li>The women’s team have been fantastic both on and off the pitch this season. We’ve seen children literally in tears at meeting their heroes which illustrates the growth in popularity of the women’s game. The best part for us, is to see that the team understand the responsibility that comes with being Manchester United players and role-models.</li> <li>Aoife Mannion personally arranged for a group of Foundation partner school students from Oldham to visit Carrington, meet the players and receive some giveaways. She also attended our Inclusive Street Reds launch session at Manchester Academy, where disabled and non-disabled participants play football together in an inclusive environment once a week.</li> </ul>

Topic	Speaker	Topic Notes
		<p data-bbox="501 141 954 172"><b>Launch of Digital Futures Academy</b></p> <ul data-bbox="552 206 1485 510" style="list-style-type: none"> <li data-bbox="552 206 1485 353">• Working with our presenting partner, DXC Technology, we have launched the Digital Futures Academy for 50 of our partner high school pupils to gain an understanding of the opportunities available in the technology sector, by attending monthly workshops at Old Trafford for the next four years.</li> <li data-bbox="552 387 1485 510">• The curriculum has been co-developed by DXC's digital experts to develop social leaders of the future and help young people with their professional development skills. We look forward to regularly updating the forum on this groups ground-breaking digital journey.</li> </ul> <p data-bbox="501 544 1139 575"><b>Jimmy Murphy Junior meets Foundation students</b></p> <ul data-bbox="552 609 1469 943" style="list-style-type: none"> <li data-bbox="552 609 1469 667">• Our charity was set up as a lasting tribute to the Busby Babes and Manchester United's belief in the potential of youth.</li> <li data-bbox="552 701 1469 824">• Ahead of Jimmy Murphy's statue being unveiled at Old Trafford, it was a great privilege for a group of our Pendleton and Eccles students to meet Jimmy Murphy Jnr and learn about his father's outstanding contribution to the club and youth development.</li> <li data-bbox="552 857 1469 943">• The students are all pursuing various career pathways in the sports industry, so we know that his insight will prove both invaluable and inspiring.</li> </ul> <p data-bbox="501 976 1461 1008"><b>BSc (Hons) Sport and Youth Leadership (delivered in partnership with MUF</b></p> <ul data-bbox="552 1041 1485 1375" style="list-style-type: none"> <li data-bbox="552 1041 1485 1223">• From September, the Foundation will welcome its first intake of university students who have enrolled on our Sport and Youth Leadership degree, which is being delivered in collaboration with Manchester Metropolitan University. This is another exciting step in the education provision offered by Foundation, meaning we now offer programmes to support young people in education from primary school right up to degree level.</li> <li data-bbox="552 1256 1485 1375">• Not only that, but the Foundation is also excited to announce that we will be funding two scholarship places on the degree programme, which will provide fantastic opportunities for young people who may not otherwise be able to take this step into further education.</li> </ul> <p data-bbox="501 1408 999 1440"><b>Our thank you to season ticket holders</b></p> <ul data-bbox="552 1473 1485 1807" style="list-style-type: none"> <li data-bbox="552 1473 1485 1559">• Finally, we wanted to express our thanks for your support of the Foundation this season through online ticket donation and till round-up donation schemes.</li> <li data-bbox="552 1592 1485 1807">• Season Ticket holders have this season had the option to donate their match ticket to the Foundation when they have been unable to attend. A round-up donation scheme at online tills has raised £87,735 and altogether, the two schemes have raised – as of May – more than £550,000 to support the Foundation's work. That figure is enough for us to place a full-time member of delivery staff in almost 20 partner high schools across the region each year.</li> </ul> <p data-bbox="501 1841 647 1872"><b>Conclusion</b></p> <ul data-bbox="552 1906 1469 2051" style="list-style-type: none"> <li data-bbox="552 1906 1469 2051">• The end of June marks the end of our annual reporting period. Therefore, in the next quarter, we will be in a position to share the impact and outcomes of our work. Without the support of United fans, so much of our success over the last season would not have been possible, and we will ensure we share these outcomes with you.</li> </ul>

Topic	Speaker	Topic Notes
MUDSA Update	CB	<p><b>Mudsa Events</b></p> <ul style="list-style-type: none"> <li>• Due to fixture congestion, we were finally able to hold the MUDSA Christmas party on May 17<sup>th</sup> 2023. A big thank you goes to all the people at the club who worked so hard to make it happen. It was tough to organise in the time available, but it all came together in the end. I have to admit, that in the 20 odd years I've been organizing this event, it was the first time the players caused chaos by arriving 90 minutes earlier than expected!</li> </ul> <p><b>The Foundation</b></p> <ul style="list-style-type: none"> <li>• Our work with the Foundation continues, with the "Ability Counts" programme going from strength to strength, thanks to the hard work of Matthew Pilkington.</li> <li>• The MUDSA cup returned to Carrington on June 10<sup>th</sup> and we were blessed with the best weather ever for it. 16 teams were entered this year, although two dropped out at the last minute. Unfortunately, the Liverpool team beat United in the final to take the trophy home with them, but the event was a great success and it ran like clockwork.</li> <li>• The MUDSA Cup is a mixed ability event i.e. boys and girls playing in the same team, plus disabled and non disabled. Age criteria is 12 to 16 inclusive, so it was a little surprising to see one team field a player with a full beard and another field 3 players well over six feet tall, but hey ho.</li> <li>• The tournament is funded by MUDSA and forms part of the partnership with Manchester United Foundation that has seen over 100 disabled participants access free weekly football sessions in the first half of the season already.</li> <li>• As well as the football, families are able to access various workshops on health and wellbeing, equality and weekly support on how to have a positive mental health from Manchester Mind.</li> <li>• It is a very special day for the young kids who get to represent their club and wear the team shirt. Plus of course, an equally special and very proud day for their parents.</li> <li>• A big thank you to Mark Jones, Shirley, Nathaniel and John his dad and especially Matt Pilkington who did all the hard work while we grabbed the glory!</li> </ul> <p><b>Premier League Disability Advisory Group</b></p> <ul style="list-style-type: none"> <li>• Myself and Ted Morris of Liverpool DSA have been doing our best to bring pressure to bear on UEFA to stick with their own rule book and enable disabled supporters to be given the correct number of wheelchair places (Real Madrid offer 4 and Barcelona 5) for group games and that those places should be situated with their own fans, not the home fans, and have an uninterrupted view of the pitch.</li> <li>• After talks with UEFA, subsequent to the shambles of the Champions League final (again!) we've been promised meaningful change in the short term regarding wheelchair spaces and hopefully the changes will be in place before the start of the upcoming season.</li> </ul> <p><b>MUDSA AGM</b></p> <ul style="list-style-type: none"> <li>• The MUDSA AGM will take place on Wednesday July 5<sup>th</sup> and Sam has offered to come along and give us his time to take questions about ticketing issues from the members. So a big thank you to Sam!</li> </ul> <p><b>MUDSA Annual Dinner</b></p> <ul style="list-style-type: none"> <li>• This year's dinner will be happening on Friday 27<sup>th</sup> October. We don't as yet have confirmation of the special guest, but I can guarantee a good night out, as ever. Tickets are £35.00, which includes a four-course meal</li> </ul>

Topic	Speaker	Topic Notes
<p><b>Members' Questions</b></p> <p><i>We received 11 questions which have been answered, or we have referenced that we cannot answer, within the updates so far. These will not be read / answered individually now but will be published in the minutes.</i></p>		
<ol style="list-style-type: none"> <li>1. I was 65 in Oct 22 looking forward to the 50% discount next season which I have had advantage of since Oct 22 on FA Cup tickets at £20. However, I will now only receive 25% discount on all tickets. Therefore a 90% increase on Cup tickets. I have e-mailed club regarding this no joy standing by the decision and informed it's all about the youth discounts now. I feel totally discriminated against as this increase decision was made in August 22 apparently. I have been going to OT for over 50 years and been more than loyal and feel disappointed. It's trade descriptions in my opinion. They cannot offer a Cup ticket at half price this season and then move the goal posts increase to £39.75 . Having sat round several supporters that benefit from the present scheme I feel its's totally unfair.</li> <li>2. Discounts for next season will be at 25% not 50% as it is at the moment but for existing OAP's the full discount is to be honoured. However, this does not include OAP's who became eligible during this season even though they are discounted for all home cup games the full percentage. For example, I became an OAP after the first home game but got charged the full amount for all of the season 22/23 with no percentage discount for any of the home Premier League games but fully discounted for the home games. I can't make sense of this, and I have come to a standstill with the club. Surely it would have been fair to start the new prices of fresh with a clean break to Season Ticket Holders becoming OAPs before the start of next season and not to include the ones that have become OAP's during this season, I feel we have been doubly penalised, there can't be that many. Not that it seems to make any difference to the club I am a platinum Season Ticket Holder, and this is on top of having my seat relocated against my wishes.</li> <li>3. Are the policy makers aware of the impact on season ticket holders like me who turned 65 during this season? I have been receiving the over 65 discounts for Cup Tickets since last September, but the price will now be doubled e.g. the price for my F.A. Cup tickets will go from £20 to £40, for the League Cup from £15 to £30 and similar for European matches. How can a doubling in price be justified?</li> <li>4. I have been a Season Ticket Holder for 38 years. Next season I was looking forward to getting a 50% discount. I turned 65 during this season on 6th February. Yes born on the day of Munich. I have been in touch with the club but just fob me off. I think the fact turned 65 before any announcement about future Season Tickets . Can this subject be discussed.</li> <li>5. I have written to the ticket office because as from April 2023 I reach 65 and was looking forward to my 50% reduction. I am now told that it will be only 25% reduction. I'm in my 7th decade watching United and I'm so disappointed with this. As from next year my only source of income will be my pension and the 50% discount would help tremendously. I have sat with friends for 30 years now (my first game was actually v spurs at home in 1964) and most of them are older than me and are benefitting from the 50% reduction. I would like this looked at please as I'm sure it's no drain at all to the club. Does our continued loyalty not mean anything?</li> <li>6. On the 6/2/2023 I turned 65. From that date on I have received a 50% reduction in all the cup tickets I purchased and therefore I am already in the category pre the latest announcement. I believe because my birthday was before any announcement, I should still get the 50% reduction. For example, if Someone who is 65 and over purchased a Season Ticket this season for the first time would continue to get a 50% reduction. I have been a Season Ticket holder for 38 years.</li> <li>7. Some supporters, on reaching the age of 65 during the 2022-23 season, were granted the 50% discount on cup tickets after their birthdays. This was a generous gesture by the club and was warmly appreciated. Those same supporters are now asking why the 50% discount that they received in 2022-23 will not be applied to their tickets in 2023-24? Can the discount system applied to post-65 tickets for both existing and for new OAP supporters be reviewed for the 2024-25 season?</li> <li>8. What work will be done to Old Trafford and Carrington during the break? It would be great to see an article with some progress shots on the website as this is a frequent question.</li> <li>9. Are there plans or could be more plans to keep rolling out safe standing dotted round the stadium to help promote more atmosphere for those that come and sit/stand in those seats?</li> <li>10. Is the Wi-Fi project now complete with accessibility stadium wide?</li> <li>11. The ownership of the Club which by June 28 we should have seen some positive developments which will enable us to ask questions on it.</li> </ol>		
SK	<p><b>I would like to ask if European credits will be at the forefront of any European final we may reach, including priority for a member with credits over a Season Ticket Holder with zero credits. This would obviously be different to the way domestic finals are allocated but surely with the European credit system for away matches, this should be honoured in any final situation.</b></p> <ul style="list-style-type: none"> <li>• Sales arrangements for cup finals are only confirmed at the point of qualification. This is so we are able to make informed decisions and announcements based on up-to-date information e.g., numbers of tickets we will receive, numbers of fans in each eligibility bracket as well as internal and contractual obligations.</li> <li>• However, to reiterate previous approaches, as we have over 50,000 Season Ticket holders, most of which commit to attending all home games, we have not previously exclusively taken into consideration purely European away game credits and try to strike the right balance between those who support the team week in, week out, and those who travel regularly to away games.</li> </ul>	
SK	<p><b>We received 2 questions in relation to East Tier 2 relocations:</b></p> <ol style="list-style-type: none"> <li>1. <b>I was told that I need to relocate from East Stand Tier 2 Row 3 due to my seat being changed to exec. I contacted the club who told me everything possible would be done to ensure I had equivalent or better seating and pricing. I have ended up higher (row 25) paying almost £500 more for two seats. I was told that the releasing of exec areas in Stretford End lower would be my likely re-location, but on the day of re-locating I was told on the telephone this has been delayed and isn't possible. I was also told that to get an equivalent seat me and my son should consider sitting separately! On the day of logging in to re-locate, fans with single Season Tickets were able to purchase seats where there were two together, limiting my opportunity. For anyone who's booked tickets at a cinema, you're unable to do this! I am now in the position where the club have moved me, to make more money on my seat, into a seat much higher up, in an area of the ground I didn't want to move to, also for more money. The match going experience for any father and son is valuable, and one the club seem to have no empathy for whatsoever. Who is earmarked for the</b></li> </ol>	

Topic	Speaker	Topic Notes
		<p><b>Stretford End Lower seats once available and why weren't those plans in line with fans being re-located?</b></p> <p><b>2. We have received notice that we have to move our season tickets seats in the East Stand Tier 2 to accommodate our seats turning into Hospitality seats. This is something that came completely out of the blue and not notified by the club. Again, this feels like club wanting to take from the genuine supporter to make themselves more money. Everyone around us is annoyed at this decision. They say they want to enhance the atmosphere in the ground, this area does that and taking these seats away from the GENUINE supporter is not on. I have to relocate and know my seats will not be as good as the ones I have. I will have to move probably to a higher seat in the stand and then you get all around standing up to watch the game. This is something my wife cannot do.</b></p> <ul style="list-style-type: none"> <li>• Firstly, hopefully this particular supporters concerns have been addressed as we have moved through the process of reallocating seats, if whoever received the question has any further details, we'll reach out and ensure the best possible alternative seating has been arranged.</li> <li>• I have covered our hospitality offerings in detail in the last three forums, so won't focus on that again today. However, to confirm We do not limit fans from selecting seats within groups as we are aware that many fans attend and want to sit together but pay separately. Limiting sales as suggested would mean that two fans paying separately could not purchase a pair as each sale would leave a single seat.</li> <li>• We are aware that availability was very limited this season and did everything we could to free up seats by reminding fans to let us know if they did not plan on renewing, and shuffling allocations around to group seats together where possible. However, with a reduced stadium capacity, the highest ever renewal rate and challenges with seats being held by groups such as TRA and for supporters' clubs, availability is limited.</li> <li>• We are working with these groups to try and reduce the number of tickets tied for late releases on a match-by-match basis.</li> <li>• In terms of the relocations, as discussed at previous meetings, whilst we understand that it is frustrating when fans are required to relocate, we are keen to continue to make changes to our product offerings and facilities, to give all fans a world class experience at Old Trafford. Stadium configuration changes do result in relocations, but they are necessary if we are to be competitively priced with both our ticket and hospitality options.</li> </ul>
SK		<p><b>TRA announced the club have reduced their section by 800 tickets (from 3800 to 3000) next season in favour of club sponsors and players families. Why have you done this if improving the atmosphere is important to you?</b></p> <ul style="list-style-type: none"> <li>• This is not correct, historically The Red Army have had an allocation of between 2,000 and 3,000 tickets, in an area that holds roughly 3,800 tickets. We have advised (for the reasons outlined in my previous answer) from the commencement of the area, that further releases of tickets were conditional upon the use of Season Tickets, given the impact holding large volumes of tickets, has on other ticket allocations (namely Official Members).</li> <li>• There has been no reduction in the allocation made available previously, we do accommodate player family tickets within the unused seats, which both ourselves and the TRA believe benefits the area, and no sponsors tickets are allocated in this area.</li> <li>• We have also been advised that TRA have stated they will be allocated S229 for cup matches which is not confirmed at this time, but is something we are discussing with them.</li> </ul>
SK		<p><b>Why can't I get a season ticket in TRA? I am very unhappy at the decision to scrap all groups over the size of 8 in TRA. Didn't the club promote the ability to 'stand with your mates' as one of the main benefits. I'm now being told I can't. Yet I have to be part of TRA if I want to go in half of the Stretford End</b></p> <ul style="list-style-type: none"> <li>• We have advised from the inception of the dedicated atmosphere section that all ticketing initiatives for such an area would be fan-led. Whilst we do provide a format to ensure tickets are being used by relevant supporters, other than that we haven't promoted or been involved with any policy decisions. If a significant proportion of fans are unhappy with any policy decision we will commit to reviewing it with all relevant parties.</li> </ul>

Topic	Speaker	Topic Notes
SK		<p><b>How can I find out where away fans will be sitting when man United women travel? I always seem to book tickets away from the main group.</b></p> <ul style="list-style-type: none"> <li>This is something we have been working with our MUWSC on, as well as other clubs across the Women's Super League. We are now at a position where we ask each team we are playing if it possible for them to create a separate section for our fans. Depending on how each club operate, we will either receive tickets that we will sell and distribute, or we will link to their website with instructions on where to purchase.</li> <li>If fans check the Women's Team section of our ticketing website, information relating to each game will be updated as soon as we receive clarification from the opposition club. As the WSL doesn't have specific rules in relation to visiting supporter ticketing, or timeframes for providing options, this is received inconsistently across the league.</li> <li>Fans can also join MUWSC, who do a great job of keeping their members informed and up to date as we share information and updates with them.</li> </ul>
SK		<p><b>I'm part of the East Yorkshire Supporters Club and have been for 7 years now but I have a problem if I want to get tickets independently for league games, basically the club won't let me purchase off the site as I'm part of the Supporters Club. They tell me I have to contact them which I find bizarre as I can only get one ticket per Member anyway so I don't get why they need to have this restriction as I don't have this problem in cups. I'm also thinking it's easier for the Supporters Club if I get them myself if I'm going independently anyway. Can this restriction be lifted? I don't think it should make a difference how I get my ticket as I'm only allowed 1.</b></p> <ul style="list-style-type: none"> <li>As we have discussed in this forum and sub-groups previously, MUSC count for a very small % of the overall Official Member base, yet receive a dedicated allocation which was previously higher than that of all other Members. As per Rick's update, we are in the process of redefining what MUSCs are as well as our commitment and support to them via our Fan Engagement strategy.</li> <li>Official Members who are members of an MUSC for social activity or travel etc. do not need to be associated with them on our ticketing system if they would prefer to source their own tickets rather than use the dedicated allocation, so I would advise this fan to ask the MUSC to remove them accordingly.</li> <li>Note: what we are moving away from is Members who have access to both "pots" of tickets, which greatly inflates their opportunity of obtaining a ticket vs. our other Members who are not associated with an MUSC.</li> </ul>
SK		<p><b>We received 2 questions in relation to Cup Season Ticket and Season Ticket sales:</b></p> <ol style="list-style-type: none"> <li><b>As a Member who was on the Season Ticket Waiting List and paid a deposit last year I find it unfair that Cup Season Ticket Holders now get to jump the queue and due to Season Ticket availability. Members with paid deposits we are effectively locked out from buying Season Tickets, yet the club is still holding money they have paid up front (Cup Season Ticket Holders haven't paid a dime upfront).</b></li> <li><b>Another thing to note is that current Season Ticket Holders have the option to opt out of cup competitions but somebody on the waiting list who in the off chance wanted to buy a Season Ticket without cup competitions are unable to do so because its only Cup Season Ticket Holders who will be offered Season Tickets and they will be fans that have/can attend cup games. It's more less weeding out all fans that can buy Season Tickets that they will buy cup games, because they are fans that have already done so previously by having a Cup Season Ticket.</b></li> <li><b>Just in response to the email that's been circulated to Cup Season Ticket Holders in regard to any available Season Tickets for 23/24 season. Will those of us who have requested seat moves be given the opportunity to move seats Cup Season Ticket Holders acquire Season Tickets? That should in theory be the fairest option, that we are given opportunity to see if any available seats were ones we would like to move to. It is frustrating that seat moves are requested but new Season Ticket Holders are getting seats before those requesting seat moves are given the option to move</b></li> </ol> <ul style="list-style-type: none"> <li>When Cup Season Tickets were introduced last season, it was clear that they were intended to be a stepping stone to Full Season Tickets, only on sale to Official Members and with priority access to Full Season Tickets.</li> </ul>



Topic	Speaker	Topic Notes
		<ul style="list-style-type: none"> <li>• That said, due to aforementioned record renewal rates, we were in fact not able to offer any new Season Tickets at all this season, and also needed to reduce the number of Cup Season Tickets due to the change in opt-out rates from Full Season Ticket holders.</li> <li>• It is increasingly difficult to obtain a new Season Ticket with demand being so high and we understand this can be frustrating.</li> <li>• Important to note that any Members who have paid a deposit can have this refunded at any time by calling our Contact Centre, and remove themselves from the waiting list. We have also attempted to call all supporters with a deposit to offer alternative options, including a refund, on multiple occasions</li> <li>• In relation to relocation requests from Cup Season Ticket holders, they do not hold a seat which is up for renewal each season. Availability varies each season depending which Full Season Ticket holders opt-out of all cup competitions. We would not limit Full Season Ticket sales or relocations for Full Season Ticket holders based on Cup Season Ticket seating requests.</li> </ul>
SK		<p><b>We received 3 questions in relation to Matchday Hospitality:</b></p> <ul style="list-style-type: none"> <li>• <b>I'm a little bit disappointed in the number of VIP packages going out when ordinary Members can't get tickets...and now you have to be a Member to request tickets .....I bet the VIP packages don't require Membership. This is all wrong.</b></li> <li>• <b>I do not know if it's been asked but I feel the club needs to give out less hospitality seating to give more fans a chance to get tickets and keep returning and to help better the atmosphere.</b></li> <li>• <b>I would like the club to address the ticket touting that they are undertaking in relation to ticket sales. Tickets for the Everton game in the Stretford end lower are being priced at £320 the same section W106 I was in for the Fulham match which was priced at £36. How can this be justified and if tickets in those sections are available, they should be sold to members at face value. This is a disgrace and is pricing out the average member.</b></li> <li>• As I have mentioned I provided a full update on this topic, which is detailed in previous minutes, so I would encourage fans who raised questions on this to have a read over those minutes at <a href="http://manutd.com/fansforum">manutd.com/fansforum</a>.</li> <li>• To answer the specific questions and provide an overview, Official Membership is not required when purchasing Matchday Hospitality, which is often a one-off special treat and is higher in price. We do not feel that it would be reasonable to ask all Matchday Hospitality purchasers to also pay for Official Membership.</li> <li>• The number of tickets available to Official Members has not been reduced to accommodate hospitality. Now that all cup competitions are optional by competition, the increased flexibility for Season Ticket holders as well as reductions in other allocations, it has actually resulted in significantly more tickets being available to members than ever before.</li> <li>• As has previously been discussed, we have facilitated hospitality sales through the general admission match ticket route, to give fans full choice and flexibility of ticket options rather than display the game as sold out. This not only provides choice to these members, but also prevents people from visiting our ticket page, seeing the game is 'sold-out' and paying more for a ticket from a tout, than what we charge for hospitality.</li> </ul>
SK		<p><b>I am a Season Ticket Holder and have really welcomed the extensive options offered to supporters this season which enables us to forward back our tickets for home league matches to the club for other Members to purchase. What I don't understand is why this is solely available for league matches, and not also extended for cup matches also? I feel the option should be available, as if I can't attend the match for any reason, my two seats would be better used, rather than left empty. The only other option I have, is to forward to an Official Member that I know. This season, Memberships sold out prior to Christmas. I have been made aware recently that the club do offer a 'forwarding Membership' to allow my friends to purchase to attend games, but these are not advertised anywhere or easily accessible. I just feel that while the club have done a really good job on allowing ST holders to forward tickets for league home games, this is not the case with cup games. You are just left stuck paying for games you can't attend and I don't understand the reasoning behind that. If the club would like to eradicate tickets being forwarded outside of their official process, why can't the scheme for league matches be extended to the cup games also?</b></p>

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		<ul style="list-style-type: none"> <li>• Ticket forwarding is available for every game, including cup games. I'm sorry to hear that the supporter who submitted this question was not able to locate the Forwarding Membership – it is prominent and available to purchase on the Membership section of our tickets page, or <a href="https://tickets.manutd.com/memberships">tickets.manutd.com/memberships</a>. If fans are struggling to locate products I would encourage them to contact us via phone or email where one of our Supporter Services team members would be happy to help.</li> <li>• In terms of the other options, these are available for all Premier League games, and were available for some cup games last season. We only enable the other options subject to demand, if we know the tickets can be re-sold. For cup games, Season Ticket holders will generally opt-out of the competitions they know they are unable to attend, so we have more tickets available for Members than for Premier League games. We therefore need to ensure these are sold before we make the options available. This, coupled with often very tight lead times between the draw and the game mean it's not always possible.</li> <li>• As and when options are available, we always encourage supporters to list tickets for resale as early as possible for the best chance of a refund. We communicate that the options are available until 2 weeks before the game, but in reality they are often available right up to the match day. We will continue to keep as many options available as possible for all fans, and the subsequent additional tickets available for Official Members.</li> </ul>
SK		<p><b>The club has gone too far to restrict tickets whilst offering MUST members a better matchday experience and rather frustratingly, their members seem to get priority over other fans. Why does the club not prioritise long term Season Ticket Holders for tickets such as domestic aways, European aways and Wembley Finals? A Season Ticket Holder of 1 year should have less priority of a Season Ticket Holder with 10,20 etc.</b></p> <ul style="list-style-type: none"> <li>• I'm unsure what has led to this question specifically but can confirm that MUST members don't get any priority or a better match day experience than other fans. In terms of priority for long-standing Season Ticket holders, we have discussed this many times in this forum and we consciously don't want our policies to always favour those who have held products the longest. This would make it difficult for younger fans – the future of our support – to get on the ladder and lead to misuse of tickets i.e. families not changing them over when an older long-standing fan stops coming.</li> </ul>
SK		<p><b>Can we look at the way Season Tickets/Cup Season Tickets and even match tickets are allocated when it comes to junior members when parents are already Season Ticket Holders. As an under 16 (my son's case 10) can't sit anywhere in the stand and this means they rarely have the opportunity to get a Season Ticket even if on the waiting list or in this season's case had a Cup Season Ticket. Meaning they struggle to get to the games at all.</b></p> <ul style="list-style-type: none"> <li>• Safeguarding of our young fans is very important to us, and our safeguarding policy stipulates that children under the age of 14 must be accompanied by someone over the age of 16 for their safety. If a Season Ticket holder wants to attend with a child as a one-off, they can contact us where we can discuss options. We may be able, subject to availability, to relocate the Season Ticket holder for 1 game to sit with the child. It's important to us that our younger fans have the opportunity to attend games, we have done a lot of work on this and this will continue within my team as well as part of the wider Fan Engagement strategy.</li> <li>• The priority route to obtaining a Full Season Ticket, would be to purchase a Cup Season Ticket, in the scenario outlined, both parents would be able to opt-out of all cup competitions, and then buy 3x Cup Season Tickets, enabling them to sit with their son for cup matches. When we reach the point in time where the son qualifies for a Full Season Ticket, we would offer 3 seats together.</li> </ul>
SK		<p><b>As a local family walking distance to OT we're really disappointed with your recent entry model to STs. We are premium Members with full deposits, yet our chances are limited because you have now privileged those with Cup STs. Are you aware that many children are unable to attend weekday matches because it's too late and they get too tired and struggle to go to school? We opted into the Cup Season Tickets, but my 7-year-old was too tired at the evening matches, so we forwarded them on to friends &amp; family. Can you see how this new process in effect excludes many children from accessing STs because they are unable to go due to their age and school? Can you please reconsider the process? Having a general approach to all fans is not the same as equality. I would appreciate an actual response from the club to this question rather than a simple generic reply. It's hard enough getting tickets for local families anyway so you really are in danger of losing the community feel. But if you are driven solely by financial gain then this will fall on deaf ears. Please offer a thoughtful response on the issue of fairness for children.</b></p>

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		<ul style="list-style-type: none"> <li>I've covered elements of this in my last question, and would reiterate the point around people contacting our Supporter Services Hub and discussing options for individual matches.</li> <li>Having said that, the prioritisation of Season Tickets was covered in the last question, and we also need to consider that more and more matches are being played at night. There are a number of children with Cup Season Tickets that did attend matches, and we need to prioritise those, as requested through this Forum and the Fan Advisory Board.</li> <li>Given we want the stadium to be as full as possible for all matches, I would suggest this ticket holder makes contact with us (or if the relevant rep has any more info we will contact them) to discuss the right product for their son.</li> </ul>
SK		<p><b>I raised an issue with the Ticket Office where Official Members part of a Supporters Club are unable to apply for TRA. The response I got was that it would leave an empty seat (which is untrue as Official Members buy a ticket off United direct, apply for TRA and if accepted it is resold by the club). The 2nd response I got was that we would have access to 2 batches of tickets (which again is untrue as you have to have a ticket already to apply for TRA).</b></p> <p><b>-Season Ticket Holders source their ticket by being a ST holder and apply for TRA</b>  <b>-Official Members source their ticket off United directly and apply for TRA</b>  <b>-Official Members in a Supporters Club since the summer of 2022 source their tickets from their Supporters Club and since then have been unable to apply for TRA</b></p> <p><b>Which is unfair to be excluded especially as a TRA member since summer 2021 and no longer able to apply because of the clubs ruling around Supporters Clubs ticket allocation (which I understand the ruling but shouldn't be penalised for being a Supporters Club Member).</b></p> <ul style="list-style-type: none"> <li>Official Members who are part of a Supporters' Club are able to apply via the TRA to sit within their section, but their ticket must be initially allocated by the MUSC.</li> <li>If fans are part of an MUSC but prefer to purchase their own tickets and use the MUSC mainly for travel or social activities etc. then you can ask that you are not affiliated on our ticketing system. This would enable to you to, for example, source your own ticket and apply to be a part of TRA but still travel with the MUSC.</li> </ul>
SK		<p><b>I would just like to query the fairness of giving Cup Season Ticket holders priority over League Season Ticket holders in ballots (e.g. for League Cup Final and FA Cup semi final). I don't question that the League Season Ticket holders who have purchased Cup tickets should have the main priority (i.e. priority 1-3 for FA Cup semi final seems fair) but it does not seem fair to give the fourth priority in the draw to Cup Season Ticketholders over League Season Ticketholders Potentially a Cup Season ticketholder will have purchased considerably fewer tickets in the season (so incurring less expense). This therefore penalises those with League Season Tickets who cannot afford to also pay for Cup games. It effectively removes any chance of ever entering a ballot for Cup games. The possibility of getting Cup tickets (no matter how slim the chance is in ballot) is surely something all League Season ticketholders should have. It seems particularly unfair to supporters who have bought League Season tickets for years but have now lost an opportunity to join a ballot by supporters who could quite recently have acquired a Cup season ticket.</b></p> <ul style="list-style-type: none"> <li>We believe that we allocated tickets for our 3 men's team games at Wembley this season in the fairest way. Full Season Ticket holders who have purchased tickets for all home cup games will always receive priority. We chose to give Cup Season Ticket holders the same priority as Full Season Ticket holders who had purchased all home cup games in the relevant competition.</li> <li>We received similar questions from Cup Season Ticket holders, who had purchased all home cup games and were not initially eligible to apply.</li> <li>Given Cup Season Tickets are a stepping-stone to Full Season Tickets, we felt it important that they were represented.</li> </ul>
SK		<p><b>Are the club planning on sending an email to Official Members about the ticket price changes?</b></p>

Topic	Speaker	Topic Notes
		<ul style="list-style-type: none"> <li>Match ticket prices are subject to change each season and were covered in our wider communications – historically we have not emailed Official Members specifically regarding the changes to ticket prices (these also vary by competition and round).</li> <li>We can consider this request in future seasons.</li> </ul>
SK		<p><b>Does the club respond to all reasonable and valid communications from supporters?</b></p> <ul style="list-style-type: none"> <li>Yes, all emails that are sent to publicised channels are responded to.</li> </ul>
SK		<p><b>What, if any, changes are planned for the ticketing website ahead of the new season? There are often complaints around games looking like they have tickets available but it is just hospitality tickets. Particularly annoying when people need to act quick to get tickets.</b></p> <ul style="list-style-type: none"> <li>We have intentionally made Matchday Hospitality packages available through the ticketing seating plan, to ensure that fans are given as much choice as possible. There are lots of fans who purchase Matchday Hospitality every week, it is a very popular product with fans who want to add food, drinks, entertainment, to their day. It's important that we are mindful that this is the way many fans choose and prefer to enjoy games, alongside those who want to use general admission seating and the pre-match rituals that we are maybe more used to discussing and that many of us here experience ourselves.</li> <li>That said, we are also aware that the user journey needed some work. We have made a number of changes since we first sold these tickets in this way, including adding the package information to some block names, information about what price of ticket includes hospitality, descriptions when hovering over seats as well as more detailed information when a ticket is added to the basket. We will continue working on this to ensure the journey is as user-friendly as possible.</li> <li>This continual improvement is discussed with our ticketing system provider on a regular basis.</li> </ul>
RM		<p><b>In the future, can the club ensure that a small number of tickets for pre-season away friendlies are sold at a low price to supporters travelling to the games from outside the country in which matches are being held? The costs of following United on international pre-season friendlies is very high and reduced-price tickets would be very much appreciated.</b></p> <ul style="list-style-type: none"> <li>This is something we have done for all Tour games ahead of the new season. We have reserved 50 tickets at the lowest price category and this was communicated out via email a few weeks ago. Lots of fans travelling from the UK have benefitted from this and we will look to continue this for future tours.</li> </ul>
SK		<p><b>How well has the new scheme relating to returned away tickets worked? The decision was to grant priority to supporters who had been most unsuccessful despite having applied for tickets to most away games.</b></p> <ul style="list-style-type: none"> <li>The scheme has worked well, and the tickets that have been offered to the most unsuccessful fans have been gratefully received other than for our midweek fixture against Brighton.</li> </ul>
AW		<p><b>Are timings available for Stadium developments during the close season and beyond? When will the plans for redevelopment of the stadium be made public?</b></p> <ul style="list-style-type: none"> <li>Collette has explained the significant work under way at Old Trafford this summer. Looking longer-term, we have already done a considerable amount of work with our consultants Legends and Populus on options for redeveloping the stadium. All options would require significant investment and that is one of the objectives of the ongoing strategic review. We cannot provide any indications on timings until after that process is complete.</li> </ul>
AW		<p><b>Would the club consider more U21s games at Old Trafford next season? Leigh Sports Village isn't always the most accessible and it is a good way to get young fans interested.</b></p> <ul style="list-style-type: none"> <li>We played three Under-21 games at Old Trafford last season, providing great opportunities for Academy players and young fans alike to experience the Theatre of Dreams. We will continue looking for additional opportunities to play at Old Trafford in the FA Youth Cup and other cup competitions, while recognising the constraints created by factors such as emergency service availability and pitch management.</li> </ul>

Topic	Speaker	Topic Notes
AW		<p><b>Are the club planning a pre-season friendly at Old Trafford? A great way to raise funds for the foundation and for people to get to experience an Old Trafford that normally may not be able to afford a ticket.</b></p> <ul style="list-style-type: none"> <li>• Yes, we are planning a pre-season friendly at Old Trafford between our return from our US Tour and the start of the season. We agree these games are great opportunities for the reasons stated in the question and we will confirm a date and opponent as soon as possible.</li> </ul>
AW		<p><b>Why are the Glazer family so poor at communicating with fans? Why can't they admit that if they don't sell the club, their position to remain owners is totally untenable. Why are fans being kept in the dark about takeover process?</b></p> <ul style="list-style-type: none"> <li>• Joel Glazer has engaged with fans through his participation in numerous Fans' Forum and Fans' Advisory Board meetings over the past two years. Fans have been updated on the progress of the strategic review through this Forum and that will continue. However, we have to abide by strict US laws on what information can be disclosed publicly. We appreciate the frustration this has caused and can assure you that we will communicate with fans as soon as there is an outcome to the process.</li> </ul>
AW		<p><b>Is there is going to be more of a TRA/ potentially safe standing section over by the away fans and could this be in the clubs plans for any potential stadium developments (as people are wanting to be by away fans/ over in that corner)?</b></p> <ul style="list-style-type: none"> <li>• We support the vision of a stadium with numerous vocal areas contributing to a vibrant matchday atmosphere around Old Trafford. We worked with the TRA to use the section of the Sir Bobby Charlton Stand adjacent to away supporters as an additional atmosphere section for a number of games last season. Whilst we recognise the positive impact this had on atmosphere, we also have a responsibility to take account of concerns raised by the police about heightened tensions and incidence of disorder between home and away fans during those games. We will keep this issue under review and continue our constructive discussions with both the TRA and the police about measures to keep Old Trafford safe, secure, vibrant and atmospheric.</li> </ul>
AW		<p><b>The Wi-Fi has been on trial (and I think fairly successful so far), is the club going to do a big full launch with heavily pushed out communications around this (within the ground)? (Many have said they hadn't realised the club were planning on launching Wi-Fi in Old Trafford or the trial was taking place)</b></p> <ul style="list-style-type: none"> <li>• As Collette explained earlier, we made a successful soft launch of our stadium wi-fi network during the final games of last season, and deliberately kept the communications low-key whilst we tested the system. Now that we have proved the network's effectiveness and resilience, we will be communicating it more proactively going into the new season.</li> </ul>
RMc		<p><b>Hello, I'd like to know why the fella with the microphone (apologies I don't know his name) has taken it upon himself to limit what he reads out to the match day crowd? For a few months now, I have noticed he no longer reads out the opposition players names to the crowd. As the mobile phone signal is non-existent in my block and the wi-fi as a recent trial was ok downstairs, but again was not reaching my seat, this means we have no idea who has been selected to play by the opposition? I've noted he sometimes reads out the United substitutes names, but mostly he doesn't bother. Also, why does he not read out the half time scores when other matches are playing at the same time.</b></p> <ul style="list-style-type: none"> <li>• We have recently made some adjustments to our pre-match communications following fan feedback and as part of our efforts to build the best possible atmosphere before kick-off in support of the team. Our stadium announcer (Alan Keegan) still reads out both teams, including substitutes, approximately 40 minutes before kick-off. He then reads out the United team for a second time just before kick-off, allowing the full stadium to show their appreciation for our starting XI.</li> <li>• We appreciate the difficulties that fans have historically had acquiring a mobile signal inside Old Trafford on matchdays, however we believe this problem has now been removed by the introduction of stadium Wi-fi, which was successfully tested towards the end of last season and will be available to all parts of the ground this season. This means that fans will be able to access team news and results via their phone including on the Manchester United app.</li> </ul>

Topic	Speaker	Topic Notes
RMc		<p><b>Everyone has been extremely pleased with surveys/questionnaires gone out in recent times and feel much more engaged and part of the club with the decision-making processes that have gone on. I've been asked if the club could keep this going with decisions that can have fan input in from asking what food/drinks people want in kiosks to things regarding stadium improvements/ refurbishments.</b></p> <ul style="list-style-type: none"> <li>Listening to our fans is essential if we want to deepen engagement and improve their experience. Wherever suitable we will look to poll season ticket holders / members / followers around relevant issues to inform our thinking and decision-making process. We have been really pleased with the responses to recent polls around away ticket returns and ticket touting and will continue with this approach going forward.</li> </ul>
RMc		<p><b>Finally, massive success with the DramaCall collaboration for young people especially- and a brilliant idea! Many of the younger fan base felt a lot more in-touch with the club, wanted to go against Fulham, were excited by the collaboration and very engaged just from this one event. Would the club be able to look in future at doing similar events/collaborations like this?</b></p> <ul style="list-style-type: none"> <li>Absolutely. We have been delighted with the feedback from this collaboration and will be looking for future opportunities to work with relevant organisations which will engage our younger fans and add value to their experience.</li> </ul>
RMc		<p><b>Is there any chance we could have a resounding club Anthem like others. Scousers with YNWA, City with Blue Moon, Hibs with Sunshine on Leith. I know how much Sir Alex likes Impossible Dream. It is an epic song, and the lyrics are so apt for us. I can imagine 70,000 fans belting it out prior to a game.</b></p> <ul style="list-style-type: none"> <li>As a club we have a proud tradition of having a large and varied songbook of terrace songs/chants. Atmosphere at Old Trafford, and by our travelling Red Army at away games, is created organically and to date we haven't had one anthem that is always played. We have set up an atmosphere working group which will look at how we can best support the atmosphere at Old Trafford and the group, which includes the TRA and members of this Forum will be meeting in a couple of weeks time.</li> </ul>
JL		<p><b>I walk my dog regularly around the Ground and Sir Matt Busby Way. As such I see repeated instances of people driving down Sir Matt Busby Way only to encounter the bollards prevent entry to the car park. I regularly help these people and explain how to access the entrance to the car park. BUT Manchester United have no signage explaining this. Visitors have to turn back, left onto Chester Road, left again etc. Not very helpful at all. Why are there no signs??</b></p> <ul style="list-style-type: none"> <li>When the bollards were installed, we had a detailed walk around with the council to identify where the signs should be located and what they should say. MUFC do not have the right or authority to place signage on the public highway but will raise the issue with the local authority and pass on the concerns of our supporters.</li> </ul>
JL		<p><b>Why are security making the concourse around the ground so unwelcoming to visitors with heavy handed rules about cameras. One example I can offer is a couple who had come from Argentina, the husband had a small selfie stick. The security asked him to stop using it, the thing was no bigger than 20cms, not a professional tool. I have witnessed security asking people to either stop taking photos or videos, or to stop using forms of selfie sticks.</b></p> <ul style="list-style-type: none"> <li>Stewards and security work hard to ensure the experience at Old Trafford is a memorable one. There are a number of items that are not permitted into the ground for safety reasons and these items are communicated on the website and also on posters situated around the ground and at the turnstiles. Whilst we appreciate that selfie sticks are commonplace, they have characteristics that can affect the safety of other supporters and also the enjoyment of other supporters within the ground.</li> </ul>
JL		<p><b>I've been asked multiple times over the last couple months whether the club have any plans to roll out pints of Madri across anywhere else/ the rest of the ground (with them being in TRA, and executive seating etc.) for next season or whether it's in consideration with any new stadium developments potentially upcoming?</b></p> <ul style="list-style-type: none"> <li>The options for further roll out of draft beer are being explored, with suitable areas to be identified. We will keep this Forum updated on progress.</li> </ul>