



Client Talk



Khaliq Ahmed

Head of Venue Management
Tron Theatre

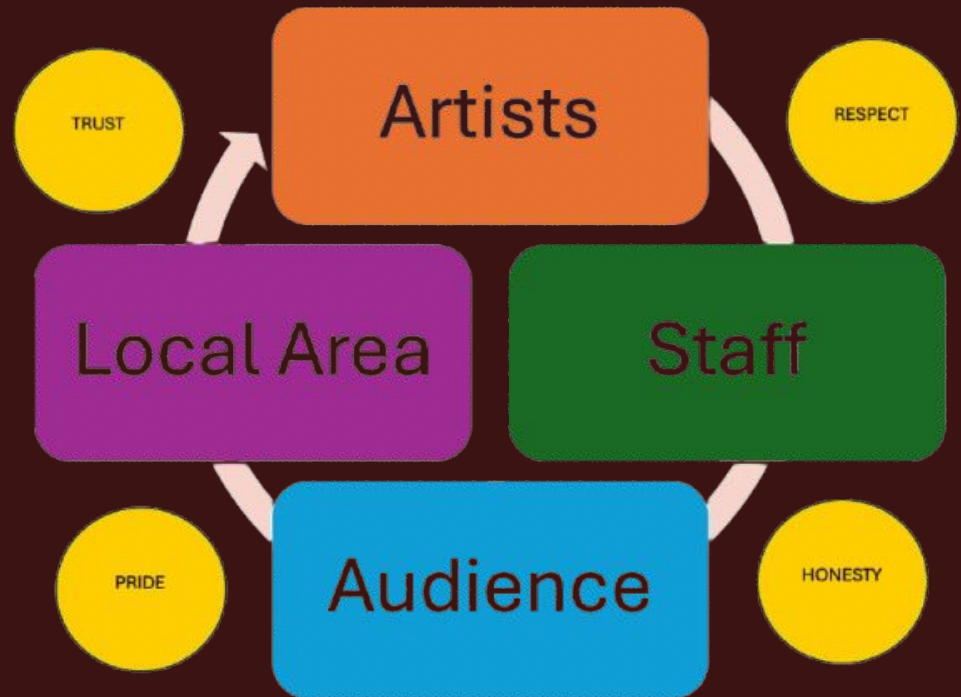
**TRON
THEATRE**



Creating a Circular Community

What Is a Circular Community?

- Mutual, self-sustaining model
- Everyone gives and gains
- Beyond inclusivity — it's reciprocity
- Designed for long-term survival



Trust is the Foundation

- Lead with honesty
- Kind and direct communication
- Openness about failure builds trust
- Trust underpins pricing, space, and access

From Audience to Maker and Back Again

- Engaging with student and freelance artists
- Artists become collaborators and mentors
- Nurture early ideas via sustainable programmes
- The work feeds the next generation

Comms That Respect Time

- Fewer emails, more impact
- Human, respectful tone
- Prioritize relevance over frequency
- 51.65% open rate vs industry average

BOX OFFICE: 0141 552 4267

TRON.CO.UK

TRON THEATRE '25



'thrilling update pulls no punches...superb production'

★★★★ The Guardian

A View from the Bridge, artistic director Jemima Levick's directorial debut for Tron Theatre Company, opened earlier this week and has been receiving brilliant reactions from audiences and critics alike. Miller's iconic play is a classic 'pot-boiler' - and Jemima's blistering production builds tension throughout to a terrible and shattering denouement.

Set in Brooklyn, **A View from the Bridge** focuses on longshoreman, Eddie Carbone and his wife Beatrice, who welcome her cousins Marco and Rodolpho to the land of the free and into the home they share with their beautiful and much-loved niece Catherine. When one of Beatrice's cousins falls for Catherine and starts planning a future for them, Eddie's jealous mistrust exposes a deep, unspeakable secret – one that drives him to commit the ultimate betrayal, not only of his family, but also the close-knit community in which they live, with

Pricing with Dignity

- Three simple price points
- No proof or gatekeeping
- Audience chooses what's fair
- 63% support the model

"There's kindness built into your system—I love that.
Seems very Glaswegian."

"There's kindness built into your system—I love that.
Seems very Glaswegian."

"I appreciated the floating scale...
when I can, I pay more."

"There's kindness built into your system—I love that.
Seems very Glaswegian."

"I appreciated the floating scale...
when I can, I pay more."

"It's why we now visit the Tron.
Otherwise, theatre wouldn't be on our radar."

“It would be good to bring back the senior rate. I felt guilty for paying a little less than full rate under the 'voluntary' scheme (I do give in other ways).”

“It would be good to bring back the senior rate. I felt guilty for paying a little less than full rate under the 'voluntary' scheme (I do give in other ways).”

“I don't mind paying more for a ticket if I can see a genuine and direct benefit for someone else who would not otherwise be able to attend”

“It would be good to bring back the senior rate. I felt guilty for paying a little less than full rate under the 'voluntary' scheme (I do give in other ways).”

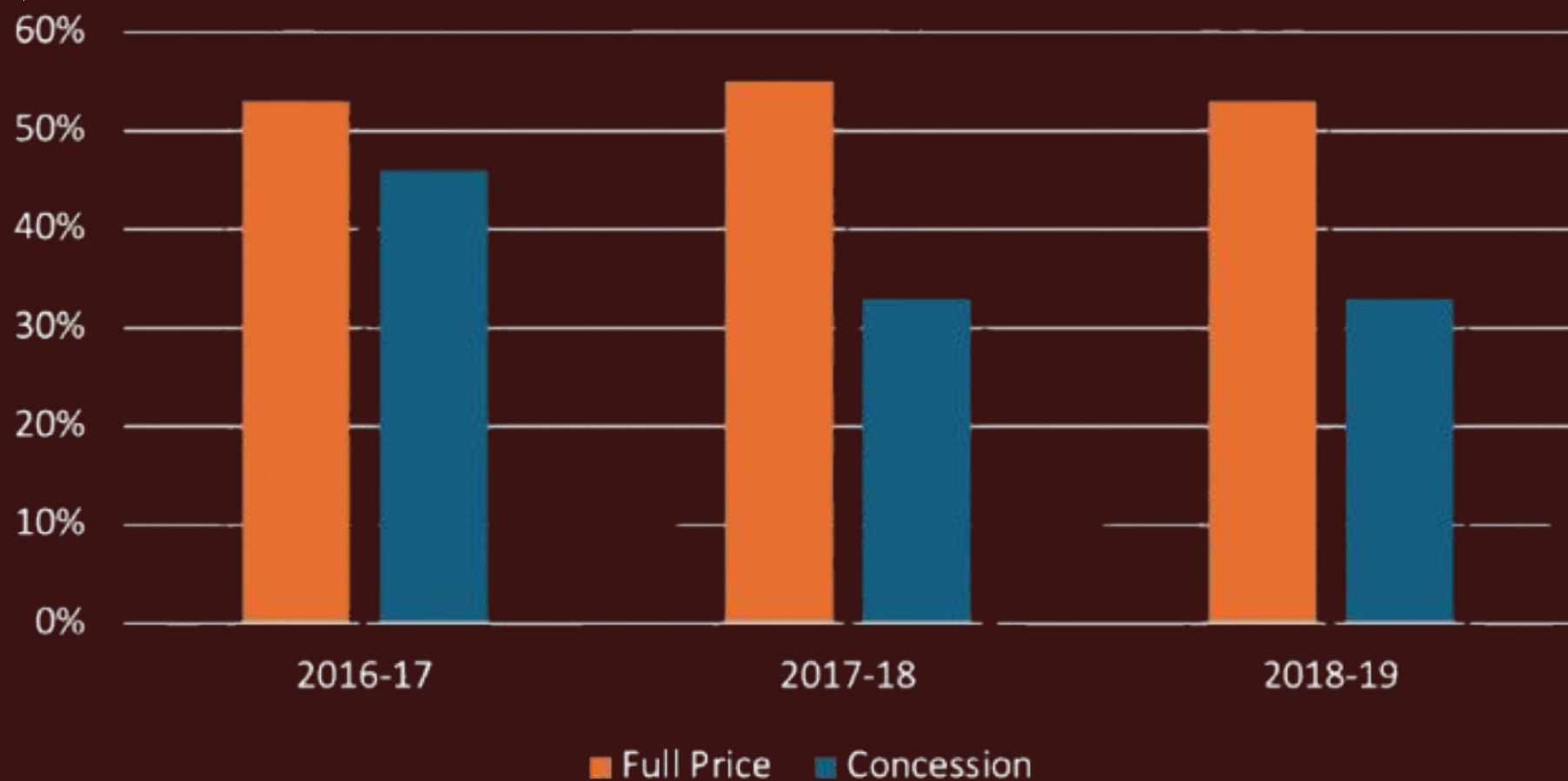
“I don't mind paying more for a ticket if I can see a genuine and direct benefit for someone else who would not otherwise be able to attend”

“Special pricing for Glasgow City Council in that they pay 10x more than everyone else to recoup the funding they removed”

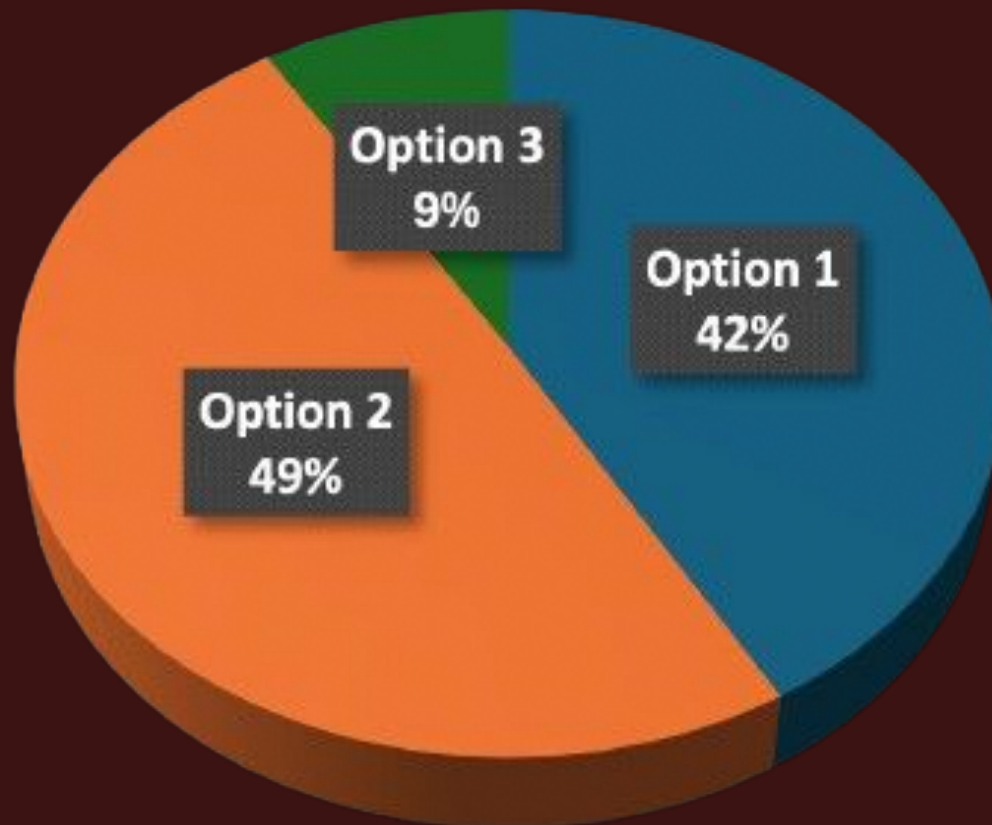
Trust Pays Off

- More access for low-income audiences
- Fairness creates community care
- Quiet form of mutual aid

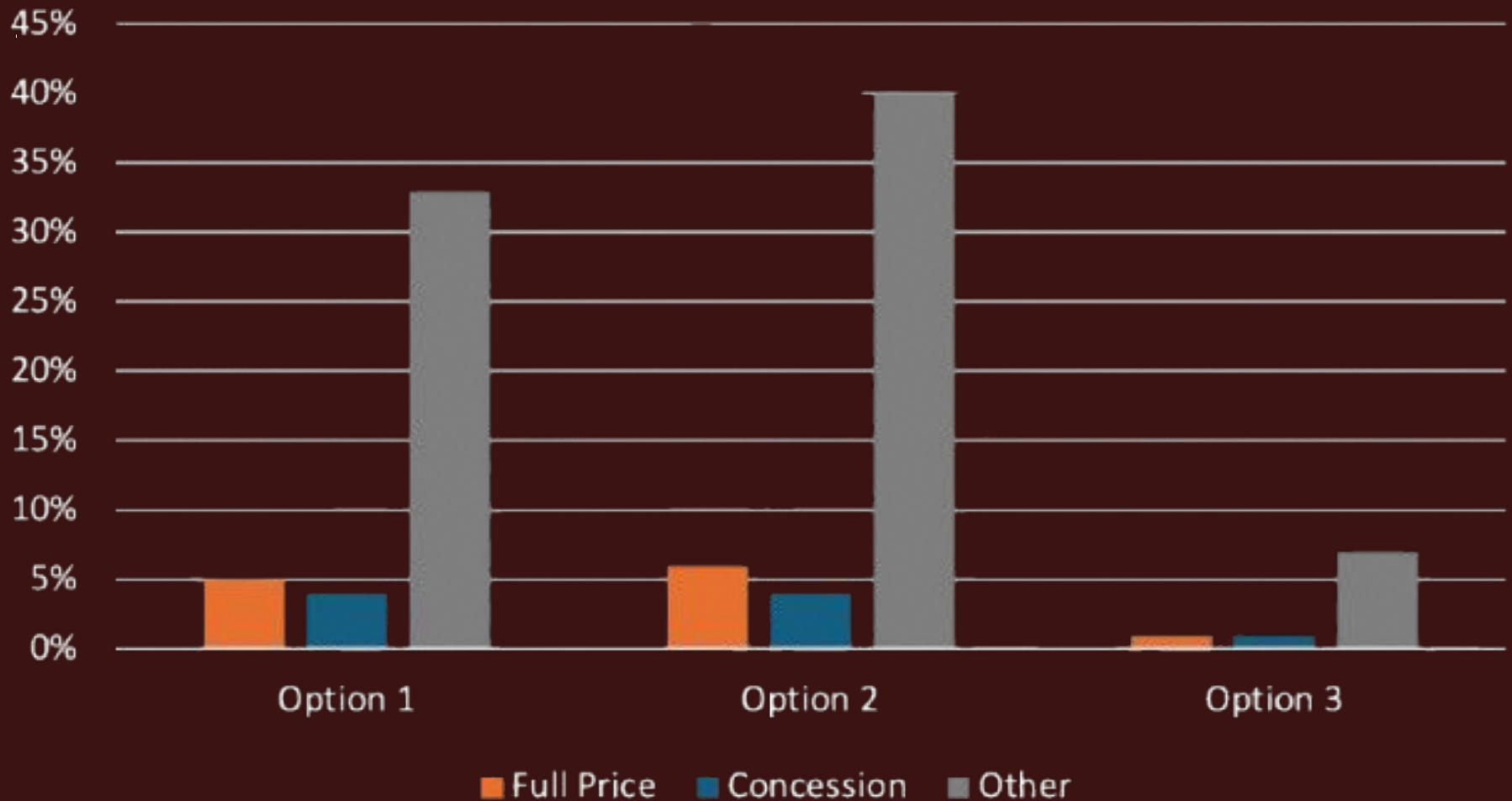
Full Price Vs Concession Tickets



2024-25 | %age of Ticket Sales



2024-25 Comparison with 2016-19



Café/Bar as a Community Engine

- Affordable, not premium
- Welcoming, functional venue
- Pricing aligns with Wetherspoons
- Open for events and community use

The Wheel That Rolls Everyone Forward

- Community is active, not passive
- Everyone benefits and contributes
- Avoid extractive relationships
- Model is shareable and adaptable




lead with trust, not control

Key Takeaways

- True sustainability comes from mutual benefit
- People are more generous and committed when they feel respected
- Quality of communication outweighs quantity
- Flexible pricing based on dignity and choice removes stigma
- Accessibility, affordability, and purpose-driven use matters most

Thank You

Khaliq Ahmed
Head of Venue Management
Tron Theatre

 0141 559 5384

 khaliq.ahmed@tron.co.uk

