

TRON THEATRE

NEW DIRECTION FOR THE VIC BAR A STATEMENT FROM EXECUTIVE DIRECTOR & JOINT CHIEF EXECUTIVE

This January sees us making changes to the Tron Bar & Kitchen offering. After many years of trading as a bar and restaurant we have made the difficult decision to close the restaurant side of the business, effective from January the 6th 2020.

A number of factors have prompted this decision.

The theatre needs more space for artists, creatives and events. Increasingly we have been using the Vic Bar for events and performances, with a substantial reduction in its usage as a space for dining. We have decided to concentrate on this and upgrade the room's facilities in order to make it fit for purpose for these types of activities. We are looking forward to building on the success of events like the Seven Song Club and Folkify and widening the programme to include both ticketed gigs and private events in a space that has been designed to suit.

With so much competition in the Merchant City for restaurant dining, it has become much harder for us to operate and succeed commercially. Trends and habits change and despite many attempts to evolve and entice the non-theatre-going audience to choose the Bar & Kitchen as somewhere to eat, we have to acknowledge that we aren't in a position to compete and instead move on, adapt and re-focus on our core artistic aims.

We will though, be keeping the Tron Bar open and our focus will be on ensuring this remains the social heart of the theatre. We are excitedly planning for the new year and will be lining up a series of events and pop-up food experiences for the Bar and the Vic to accompany and complement our artistic programme. Stay tuned to our social media for more information.

We would like to take this opportunity to thank everyone who has chosen to dine with us over the years and hope you will continue to support us with your patronage as Tron Bar moves into an exciting new phase.

Sam Gough, Executive Director & Joint Chief Executive

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