# Moorcroft Pottery enters voluntary liquidation amid energy crisis and mounting industry pressures



Moorcroft Pottery, a notable brand recognised for its vibrant depictions of animals, birds, and geometric patterns, has ceased trading after over a century in business. The announcement was made by the firm's directors on social media, stating that they have engaged the insolvency firm Moore Recovery to assist with the voluntary liquidation of the company. This decision has resulted in the loss of 57 jobs, as reported by the GMB Union, which described the closure as a devastating blow to the employees affected.

The company, located in Burslem, Stoke-on-Trent, has a rich history that dates back to its establishment in 1897. Since 1913, it has operated from its current site on Sandbach Road. The ability to produce its unique pottery was significantly bolstered by the support of the London department store Liberty. Over the years, Moorcroft gained widespread acclaim and was appointed as the official Potter to HM The Queen in 1928, furthering its prestige with designs that were included in the Royal Collection under the late Queen Elizabeth II. The brand has also found favour amongst numerous US presidents and British prime ministers.

In a further insight into the situation, Chris Hoofe, a GMB organiser, expressed that the closure was not entirely unexpected given the ongoing challenges faced by the ceramics industry. "The high cost of energy is crippling the ceramics sector in the UK and has directly led to the loss of 57 jobs at Moorcroft," Hoofe stated. He called for government intervention to assist the ceramics industry and protect the jobs of those affected.

The closure of Moorcroft Pottery adds to a troubling trend within the Stoke-on-Trent ceramics sector. Earlier this year, Royal Stafford, also based in Burslem, entered administration, following the earlier collapses of other well-known businesses, including Dudson in 2019, Wade in Longton two years ago, and Johnsons Tiles in 2024.

Jane Ashworth, the leader of the city council, acknowledged Moorcroft's integral role in Stoke-on-Trent's ceramics heritage. "Our teams have been working closely and intensively with Moorcroft to try to find a solution but unfortunately this has not been possible," Ashworth said. She highlighted the impact of "global and national headwinds" such as surging energy prices and a surge of cheap and illegal imports, which have created significant challenges for manufacturers. The council remains committed to advocating for specific government support for this vital sector and intends to assist affected employees in securing new job opportunities.

The news of Moorcroft's liquidation marks another chapter in the historic pottery industry's ongoing struggles in Stoke-on-Trent, calling attention to the broader economic challenges faced by traditional manufacturing sectors in the region.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.bbc.co.uk/news/articles/c5yegn40y3eo> - This BBC News report details the closure of Royal Stafford, a pottery firm in Stoke-on-Trent, and the broader impact of rising energy costs and reduced orders on the local ceramics industry.
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