



London Potters Strategy 2025

Introduction

This document contains the strategy for London Potters and includes our mission, objectives, focus areas and core values.

Context

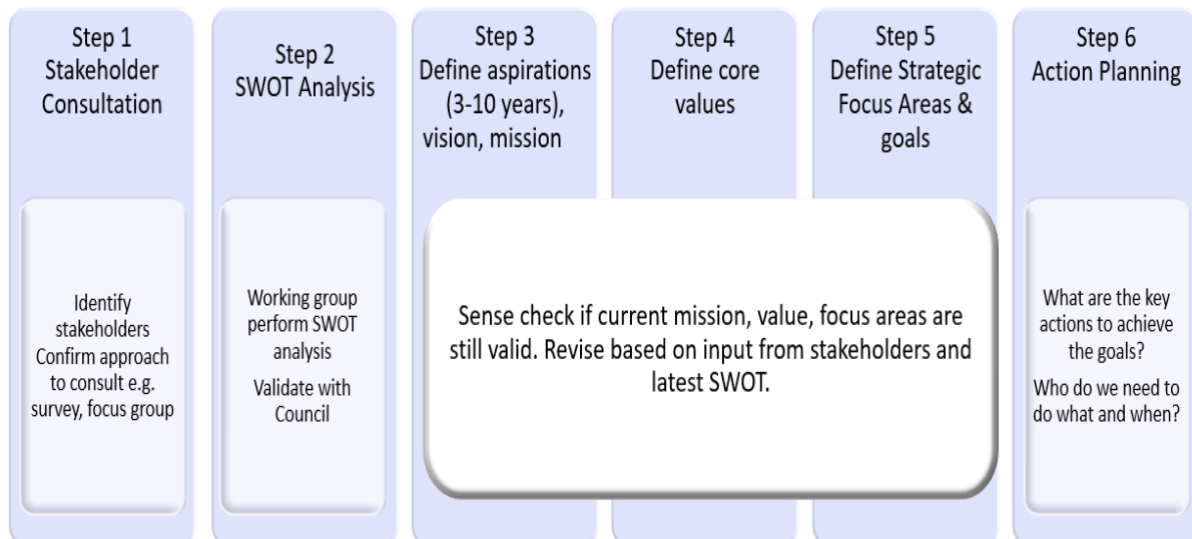
London Potters was set up in 1986 and gained charitable status in 2001.

The world of ceramics has evolved and with it the needs of London Potters members. London Potters council set out to review the vision, mission, objectives and its core values and create a forward thinking strategy, to ensure the context and direction of the organisation remains relevant and meets the expectations of its members.

Approach

The council agreed on an approach to review and create the strategy which included the steps shown in figure 1 below:

Figure 1: Strategy revision approach



Timeline 2023



London Potters Strategy 2025

January

- Kick off meeting
- Launch members survey, focus group & interview key stakeholders

February

- Complete survey, SWOT (Strengths/Weaknesses/Opportunities/Threats) and feedback on current strategy

March

- Council review of collated SWOT/survey (See Appendix A) and draft revised strategy
- Input from Honorary Ambassador and President on draft results

April - September

- Documentation of strategy statements
- Plan for communication and formalities e.g. changes to constitution

October

- AGM Strategy update to members
- Finalisation of the Strategy

November – December

- Council approval of the Strategy
- Update and submission of the LP Constitution
- Extraordinary General Meeting for Member ratification of the updated Constitution
- Action planning for implementing focus areas

2024

December – January 2025

- Final Charity Commission submission and approval of the LP Constitution reflecting the Strategy Objectives and Activities
- Socialization to the LP Membership



London Potters Strategy 2025

Action Planning from Revised Strategy Focus Areas

The proposal is to form subgroups to act on the revised strategy focus areas with actions to be followed through in council meetings:

Focus Area	Proposed Member	Lead	Council
1. Expand our membership, its reach and diversity, by understanding the membership demographics	Membership secretary		
2. Engage a diverse volunteer base to support council and delivery of the objectives	Vice Chair		
3. Encourage community building and networking of people interested in clay at all levels	Events Coordinator & Team		
4. Expand member development through a program of annual events including skills building workshops, lectures and demonstrations, in person and online.	Events Coordinator		
5. Provide selling opportunities through exhibitions and other selling events.	Exhibitions Officer		

London Potters Strategy Statements



LONDON POTTERS

London Potters is a voluntary organisation formed in 1986, originating as a London based society, offering membership to a community united by the appreciation of ceramic art, a desire to further their knowledge and to communicate with fellow ceramic artists and collectors.

Our mission is to be an inclusive and relevant organisation, creating a diverse network of ceramicists of any level, with opportunity for the exchange of ideas and experience for anyone who makes or appreciates ceramics and enabling members to achieve critical awareness of their skills through promotion and education via an annual program of events, talks, workshops and exhibitions.

As we reach out, our community now expands beyond London to all areas of the country and the rest of the world. International members can access virtual events and receive a digital bi-monthly magazine.

The Council consists of volunteer trustees who meet seven times a year including an AGM, to carry out and organise the LP business. We are supportive and encouraging of each other and always happy to meet you and welcome you to our friendly and open band of makers.

We are run by members for members and we work to support our members whether they are experienced professionals or just getting started.

London Potters is a charity for people who love clay – anyone can join.

www.londonpotters.com

London Potters Strategy Statements



MISSION STATEMENT

Our mission is to bring clay to anyone, creating an inclusive network of ceramicists at any level, with opportunities for the exchange of ideas and experiences for anyone who makes, collects or appreciates ceramics. We aim to enable members to achieve critical awareness of their skills through promotion and education via workshops, training, exhibitions, and events.

Shortened version:

Our mission is to be a far-reaching pottery community: Inclusive, Inspiring, Informative, Innovative, International.

London Potters Strategy Statements



OBJECTIVES

LP objectives in line with our mission

- The Society's Objectives ('the Objects') are to promote, maintain, improve and advance education by encouraging an appreciation of ceramics in all aspects but in particular by the arrangement of demonstrations, exhibitions, selling shows, lectures and conferences and by other such means as the council shall determine.

London Potters Strategy Statements



ACTIVITIES

Activities supporting our Objectives:

- To advance the education of members to grow their skills, knowledge and awareness of clay and its opportunities through workshops, talks and demonstrations.
- To provide facilities for members to promote their work in clay through exhibitions, selling events, magazine, website gallery and social media.
- To Run events at cost in a non-profit way and where possible subsidise events so they are affordable and accessible to our members.
- To Provide the facilities to enable the building of members' communities through networking and exchanging of ideas and techniques through social meetings, studio & gallery visits and talks.
- To promote ceramics to the world by reaching out through our alliances, social media, website and arranging opportunities for the public to see potters' work on display.
- To promote sustainable practices within the clay community.
- To provide and promote diversity and inclusion such that; the organising will not discriminate based on race sex, disability, sexuality, age or based on political, religious or other opinions.
- To engage volunteers and staff in our mission.
- To assist in such ways as the charity trustees think fit, any charity whose aims include advancing the education and awareness of clay.

London Potters Strategy Statements



FOCUS AREAS

Focus Areas:

- Expand our membership, its reach and diversity, by understanding the membership demographics.
- Engage a diverse volunteer base to support council and delivery of the objectives.
- Encourage community building and networking of people interested in clay at all levels.
- Expand member development through a program of annual events including skills building workshops, lectures and demonstrations, in person and online.
- Expand selling opportunities through exhibitions and other selling events.

London Potters Strategy Statements



CORE VALUES

Honesty integrity and transparency

LP will always act with honesty and integrity and will be transparent and committed to doing what's best for our members. We openly collaborate in pursuit of the truth. We have no tolerance for politics, hidden agendas or passive-aggressive behaviour.

Diversity, equality and inclusion

LP believes everyone should be seen, heard, valued, and empowered to succeed. Hearing diverse perspectives fuels innovation, deepens connections between people, and makes LP a better organisation,

Respect

LP gives everyone a voice and respects and values each other's contributions, we behave respectfully towards each other and encourage a sense of belonging.

Accountability

LP hold ourselves personally and collectively responsible to do right and adhere to ethical principles and ensure that we uphold our constitution and our stakeholder and charity commission commitments,



London Potters Strategy

Appendix A

Summary of Survey and SWOT

Summary of SWOT & implication questions

Majority of the SWOTS are on what and how we do things. Some have implications on our mission & objectives (in green)

Strengths

- Our non selective membership is our strength, growing from across London and globally
- Strong and active digital presence via social media and website
- Recognised and visible association with leaders in ceramics

Reflection questions:

- How do we sustain this level of membership from year to year?
- How do we get more members active on social media?
- What is our website development, support plan?
- How do we best leverage Kate/Rich to further our mission?
- What is our plan for maintaining future associations with leading ceramicists?

Weaknesses

- Over reliance on a small group of trustee volunteers
- A small number of members are active

Reflection questions:

- How do we recruit trustees & volunteers to help organise LP? How do we spread the work load?
- How do we get more active members ?

Opportunities

- Harness the popularity of pottery to gain more members and raise funds
- Opportunity to raise more awareness of pottery and do good
- Potential to offer more member benefits e.g. selling via website
- Diversity of membership in experience, ceramics practice, gender and age
- What does 'London' stand for in London Potters

Reflection questions:

- How do we harness the rise in popularity in ceramics, leverage leading ceramicists Kate/Rich to attract more members, including a broader mix of members?
- How to raise more awareness of ceramics?
- What do we need to do to attract a diverse range of members?
- How do we make meaning of London that is not associated to geographic location of our membership base?

Threats

- Over reliance on a small group of trustee volunteers
- Over reliance on membership as the key source of funding & our ability to serve our members e.g. website, PR
- Reliance on specialist skills to provide ongoing services e.g. website

Reflection questions:

- How to structure the work so that we are less reliant on trustees? How to recruit trustees? How to recruit/activate volunteers?
- How do we balance our sources of income?
- How do we continuously align with members' needs ?
- How do we reduce reliance on specialist skills OR recruit volunteers for these specialist skills



Members Survey & Focus Group Key Themes

- 648 surveys were sent. 16% responded.
- 80% of the respondents are from London
- Highest response rates were from London N, W and E

FOCUS GROUP INPUT:

- Joined LP as like to be part of a group
- 'Best' in show awards are alienating to others who don't get selected
- Networking is another reason for joining LP

Impact on mission is highlighted in green text

ROLE OF MEMBERS

- Primary Role
- 48% Hobby
 - 36% Professional
- Secondary Role
- 33% Teacher
 - 28% Collector

PRIORITY OF AIMS & OBJECTIVES

- All are priorities
- Members questioned how we help members achieve a more critical awareness of their own skills
- Request for networking/casual meetups

IMPORTANCE OF MEMBER BENEFITS

- Top 3
1. Workshops
 2. Selling opportunities
 3. Networking
- No votes
- Annual Makers Award
- However we set it to run for 5 years to continue

WORKING WITH FIREDUP4 & IDEAS FOR OTHER CHARITIES

- Focus on one – Firedup4 – and do it well
- Others: Clay College adopt a potter, clay education in state schools, mental health, children

REASON FOR JOINING AN LP WORKSHOP

- In order of priority:
- Location
 - Price
 - Timing
 - Virtual
 - Quality and/or well known teacher

MAGAZINE

- Requests for tips, techniques (glazing), adverts to help selling
- Online only option

MEMBERSHIP OF OTHER POTTER'S ASSOCIATIONS

- 33% CPA – mainly for insurance
- 6% Design Nation
- Main reasons for joining others: Social outdoor firings, networking, online demos, insurance

RECOMMEND LP TO OTHERS?

- We have improved over the years:
- 65% Very likely
 - 23% Likely
 - 10% Too early to tell
 - 2% Neutral

INVOLVEMENT AS TRUSTEE/VOLUNTEER

- Offers to help received for exhibitions (38), events and magazine articles. Law (1)
- Adhoc support based on commitments
- No volunteers to join council as a trustee

OTHER COMMENTS

- All very positive
- Networking & social is a repeat request throughout
- Website gallery too static
- Collaboration with others on larger events
- More talks by outside London members