



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Heritage Lottery Fund awards £10,000 to The Clay Foundation to mark First World War Centenary**

Today The Clay Foundation the charitable trust of the British Ceramics Biennial (BCB) has received £10,000 from the Heritage Lottery Fund (HLF) for a new heritage project Flower, Factory, Field in Stoke-on-Trent. Awarded through HLF's First World War then and now programme, the project will focus on the rich heritage of ceramic industry in The Potteries, and the role of women ceramic flower makers during the First World War.

Although the history of the ceramics industry in Stoke-on-Trent is known worldwide, the contribution of the ceramics industry and its workers to the war effort is less well known. Working with the Spode Museum Trust and its dedicated volunteers, teachers and students will have the opportunity to view and investigate previously unseen archive material. They will be encouraged to research the lives of people who were working at Spode during the First World War, including access to pattern books and artwork produced during 1914-18.

The Clay Foundation will also provide young people with the opportunity to gain new heritage skills in making bone china flowers under instruction of one of Stoke-on-Trent's remaining talented flower makers, which will contribute to an exhibition display at the British Ceramics Biennial Festival in 2015.

There will be a First World War Ceramics Resource Pack and an online clay flower making tutorial video to enable this local accessible traditional skill to be shared and to preserve this ceramics process.

Stoke-on-Trent has a long history of flower making, however the last factory making ceramics flowers Aynsley China ceased production in 2014.

Katie Leonard, Education Project Officer at The Clay Foundation said: "We are thrilled to have received the support of the Heritage Lottery Fund, this project will enable us to uncover more research about the role women played in the ceramics industry during the First World War. Flower making was a significant part of their work and this is a skill we will be able to preserve."

The head of the HLF in the West Midlands, Reyahn King, said: "The impact of the First World War was far reaching, touching and shaping every corner of the UK and beyond. The Heritage Lottery Fund has already invested more than £56million in projects large and small that are marking this Centenary. Our small grants programme is enabling even more communities like those involved in Flower, Factory, Field to explore the continuing legacy of this conflict and help local young people in particular to broaden their understanding of how it has shaped our modern world."



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### Notes to editors

Flower, Factory, Field would like to thank Valentines Clay for their kind donation of clay for this project.

### **About the British Ceramics Biennial:**

The British Ceramics Biennial is a prestigious cultural event taking place in Stoke-on-Trent from 26 September to 8 November 2015. This six-week long festival will present work from the UK's leading contemporary ceramic artists in a series of new exhibitions and special events in the city, embracing the heritage of Stoke-on-Trent as the home of British ceramics, and celebrating the city's creative edge as an international centre for excellence in contemporary ceramics.

The British Ceramics Biennial launched in 2009 as a five-year initiative of residencies, fellowships, commissions, education and enterprise projects from 2009 to 2013 with a major festival every two years. BCB is intended to be a catalyst for regeneration in the region and to create a platform for innovation and excellence celebrating the best in current ceramic design, both nationally and internationally.

The Biennial draws on the historical strengths of the past in championing new future directions for the city. The Biennial works in partnership with organisations and individuals in the museums, cultural industry, business, education, community and voluntary sectors across the city in the development and delivery of projects with a particular focus on public engagement.

The festival and supporting Engaged programme will not only highlight and raise the profile of the many ceramics industries still working in Stoke-on-Trent, but will also create commissioning and exhibition opportunities for local ceramic artists as well as national and international artists.

### **The Clay Foundation:**

A new cultural agency and registered charity for Stoke-on-Trent configured into three core components:

- Artists' programme of commissions and residencies, developed in partnership with education culture, industry and community sectors in the city
- British Ceramics Biennial – realising the vision for the 2015 and 2017 festivals
- Ongoing community & education programme

### **British Ceramics Biennial funders:**



**The Clay Foundation funders:**

Heritage Lottery Fund

**BCB Partners:**

Appetite, B arts, Contemporary Applied Arts, Craft Potters Association, Mitchell Arts Centre, North Staffordshire Regiment, Spode Museum Trust and The Potteries Museum & Art Gallery

**BCB Sponsors:**

Staffordshire University, Johnson's Tils, Potclays

**Media Partners:**

Ceramic Review, BBC Radio Stoke

**Heritage Lottery Fund and support for First World War heritage**

- From the archaeology under our feet to the historic parks and buildings we love, from precious memories and collections to rare wildlife, we use National Lottery players' money to help people across the UK explore, enjoy and protect the heritage they care about. [www.hlf.org.uk](http://www.hlf.org.uk).
- To date, £58million in HLF grants has been awarded to projects across the UK so they can mark the Centenary and explore all aspects of First World War heritage that matters to them. Through its First World War: then and now programme, HLF is making at least £1million available per year for six years until 2019. It is providing grants between £3,000 and £10,000 enabling communities and groups right across the UK to explore, conserve and share their First World War heritage and deepen their understanding of the impact of the conflict. To find out how to apply for funding visit [www.hlf.org.uk/thenandnow](http://www.hlf.org.uk/thenandnow) If a group needs a grant of more than £10,000 for a First World War project, it can apply to HLF through its open programmes [www.hlf.org.uk/firstworldwar](http://www.hlf.org.uk/firstworldwar)
- To join the conversation on social media please use #understandingww1

