

CUP CIC 34 24/25

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S ACTIVITIES AND IMPACT

During the financial year 2024-2025, the company's activities have benefitted the community in the following ways:

- A STUDIO MEMBERSHIP OF BETWEEN 50 AND 60 LOCAL PEOPLE THROUGH OUR INCLUSIVE AND AFFORDABLE MEMBERSHIP SERVICE
- POTTERY WORKSHOPS HELD FOR OVER 500 PEOPLE
- TIME EXCHANGE PLACEMENTS HELD FOR 6 TRAINEE CERAMICISTS BRIDGING THE GAP BETWEEN EDUCATION AND EMPLOYMENT
- 2 x WORK EXPERIENCE PLACEMENTS FOR SECONDARY SCHOOL STUDENTS
- A SERIES OF THERAPEUTIC CLAY SESSIONS HELD FOR HEREFORD BLIND COLLEGE, BROOKFIELD SEMH SCHOOL AND HEREFORDSHIRE COUNCIL SUPPORT FOR LOOKED AFTER CHILDREN
- A TERM LONG FREE CREATIVE AFTERSCHOOL CLUB FOR LOCAL YOUNG PEOPLE
- 6 DAY SESSIONS WERE DELIVERED TO OVER 50 DISADVANTAGED YOUNG PEOPLE THROUGH THE HOLIDAY ACTIVITIES AND FOOD PROGRAM
- 10 WORKSHOPS WERE HELD FOR 120 YOUNG PEOPLE AGED 5-16
- THERAPEUTIC SESSIONS HELD FOR ART 4 VETERANS
- THERAPEUTIC SESSIONS FOR ORCHARD END RESIDENTIAL CARE HOME FOR DISABLED PEOPLE
- DELIVERY OF A 3 DAY CITY WIDE CERAMICS FESTIVAL INVOLVING 3000 PARTICIPANTS AND 15 ARTISTS
- 2 x FREE CREATIVE EVENTS FOR THE LOCAL COMMUNITY
- 10 DAY OPEN STUDIO EVENT AS PART OF HEREFORDSHIRE ART WEEK
- A 3 DAY WINTER MARKET DISPLAYING LOCAL CERAMIC GOODS

ALL WHILE DEMONSTRATING A STRONG SENSE OF ENVIRONMENTAL SUSTAINABILITY, USING RENEWABLE ENERGY SOURCES, & ECO WASTE MANAGEMENT.

PART 2 – CONSULTATION WITH STAKEHOLDERS – Please indicate who the company’s stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.

The company’s stakeholders are the studio members, course participants, users of the coffeehouse and gallery, event goers and visiting participants from various partnering agencies (charities/schools/education).

Members and participants regularly fill out feedback forms and review the service and this data features on the agenda at directors board meetings. This information is then used to improve and inform our decision making going forward. The outcomes will also support our applications for grants and our marketing campaigns.

The company will continue to ensure that stakeholders have significant input into our activities and that the quantitative and qualitative data collected becomes richer and more complex.

This is demonstrated by our annual community survey, ongoing digital feedback forms on our website, quarterly board meetings and our annual stakeholder meetings.

The company’s target for 2024/25 was to improve our environmental practices and knowledge and focus on environmental sustainability. We are continuing to work on this through research and practice within the ceramics industry as well as improving the efficiency of our building.

The results of our annual survey for 2024/25 shows:

That we are succeeding in many ways by putting “ people of diverse ages, sexuality, economic background in contact with each other”, “Providing a turnstile meeting place to traditional places such as pubs and cafes”. Also feedback says that we are “essential for a sense of community where the local population lives in isolated areas as well as the city centre.” And that we “bring together like-minded people of all ages and backgrounds into a safe space, as well as an opportunity to build skills. “

That we “ also help to build confidence in social interactions whilst learning new skills and being creative. And finally that we “do excellent outreach work enabling a wide range of people to engage in ceramics that would not otherwise be possible.”

Our company’s target for 2025/26 is to widen our social impact through internal expansion of the building.