

Vision

Making change through clay

Mission

To develop, sustain
and expand innovative ceramics practice and
improve lives together with artists and creative communities

Social
outcomes

Artists and the sector benefit
from creative development
opportunities and networks

People and communities benefit from
opportunities to collaborate, build
understanding and improve wellbeing

Society and the economy benefit
from expanded perspectives of clay

BCB
outcomes

Our artistic programme is
internationally recognised
for its creative ambition and
as a catalyst for positive
change

Our working methods are
seen as best practice and
enable the sharing of power
and decision making

Our approach creates
space for innovation and
fosters collaborative
opportunities with other
leading practitioners

Outputs

Exhibitions and
presentations of work of
artistic excellence

Material-led, collaborative projects,
exhibitions, events and services
primarily in Stoke-on-Trent

Industry partnerships,
thought-leadership, events
and dissemination

Enablers

Studio and
facilities

Expert team, board
and advocates

Funders and
stakeholders

Stoke-on-Trent

Trusted and
prospective partners

Participants and
audiences

Values

Bold, Accountable, Welcoming, Significant, Grounded, Connected, Inclusive, Collaborative