

# Govt 'must go further' to protect ceramics



A [report outlining recommendations to Government on safeguarding and futureproofing the UK's ceramics](#) sector has been launched today.

The report, headed up by the ceramics union GMB, the Trade Union Congress and the independent environmental think tank group Green Alliance, is the first of its type to turn the experiences of workers in the sector at the heart of its recommendations.

It comes after several high profile closures of iconic pottery brands in 2025, and alarm bells were rung that Government was not taking urgent action to support the sector.

**Chris Hoofe, GMB Organiser, said:**



"Tens of thousands of working class jobs rely on the ceramics sector; we cannot afford to leave its future to chance.

"But so far we aren't seeing enough action from a Government grappling with the unique challenges the sector faces.

"We need action on gas pricing and an end to unnecessary red-tape, and we need it quick.

"This report will hopefully be a wake-up call for decision makers and pave the way for policy that safeguards UK ceramics for generations to come".

**Paul Nowak, TUC General Secretary, said:**

"Britain's ceramics industry is a fundamental part of our national identity and a vital economic powerhouse for the whole country.

"It's a critical enabler of key strategic sectors – from energy to defence, medical technology and advanced manufacturing.

"But for too long, the ceramics industry has been chronically overlooked and under-supported – and is now on its knees from sky-high energy bills, unfair dumping of cheap imports, and years of underinvestment.

"While the Chancellor's budget last week offered some welcome signals, government support still falls short of what's needed to protect the livelihoods of the 20,000 workers and their communities that rely on this industry.

"That's why this government must go further and faster – cutting energy costs, tackling unfair trade, and investing at scale to help sites modernise.

"With the right action now, we can secure the future of British ceramics, safeguard skilled union jobs, and ensure this strategically vital industry continues to power the UK's economy for generations to come."

**Cath Smith, Green Alliance, said:**

"Britain's ceramics industry supports thousands of skilled jobs and underpins vital sectors from energy and defence to medical technology and advanced manufacturing.

"But after decades of being overlooked, it's now at a critical point.

"The budget offered some welcome steps, but ceramics needs government to go further, faster.



“Paired with urgent support, decarbonisation offers a path to futureproofing the industry but only with action to reduce industrial energy costs, tackle unfair trading, and targeted capital support to help sites modernise.

“Without this, the UK risks losing strategic capabilities we won’t get back.”

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