

NCS Meeting & Reginald Haggard Fund Lecture

**Saturday 24 October 2026 11.00-3.30 Westminster Theatre
Keele University ST5 5BG**

Dr Neil Ewins- Crockery Importers and Dealers: Understanding Ceramic Production and Demand

Paul Atterbury- Art Schools & Ceramics

Programme

11:30 - 12:40

Dr Neil Ewins is an academic, researcher, museum curator and author. His expertise is in the field of trade, import/export and consumption of goods made in the Staffordshire and other British Potteries. His publications include 'Supplying the Wants of Our Yankee Cousins' which examines one of the most important markets for the Potteries' goods- the USA. Neil's forthcoming book 'Alternative Narratives in Ceramic History: Intermediaries and the Anglo-America Ceramic Trade' is out soon.

2:00 - 03:30

The Reginald Haggard Lecture is presented by **NCS President Paul Atterbury**. Paul speaks about the remarkable designers, artists and teachers associated with art, design and technical schools in the Potteries. Established in the 19th century to develop artists and designers for the Pottery industry, many became household names, including Charlotte Rhead, Susie Cooper and Clarice Cliff. Paul introduces us to Continental artists who came to the Potteries, attracted by the international reputation of the manufacturers of Staffordshire and continues into the 20th century and 'mid-century modern'.

10:00 - 4:00 Chance to view the **Arts Keele exhibition- The Best for the Most in the life of Sir Roy Shaw: Lifelong learning, the arts, and inclusive opportunity**

Refreshments and pre-booked lunches:

Book lunch/refreshments: northernceramicsociety@gmail.com **BY MONDAY 19 OCTOBER @2.00pm**

Morning tea/coffee & biscuits available from 11.00am at **£3.00 per serving**

Sandwiches/wraps, crisps and quiche buffet lunch (pre-booked only; vegetarian options available), including tea/coffee and mini cakes at **£12 per person**

Payment: cash or online payment to:

Reginald Haggard Memorial Fund, 40-13-33, 11098322

PLEASE NOTE THAT THIS A DIFFERENT ACCOUNT TO USUAL NCS ONLINE PAYMENTS. ADDITIONAL DONATIONS TO THE HAGGARD FUND ARE WELCOME!

Registering for this event:

[NCS Website](#) [Eventbrite](#) Email: Programme Secretary northernceramicsociety@gmail.com

Parking and travel: Free of charge parking at weekends; accessible spaces available. Follow Chancellors Building signs on campus. Postcode ST5 BG. Bus service from Stoke and Crewe train stations. [Directions here](#).