



ANNUAL REPORT FOR THE YEAR ENDING 31 OCTOBER, 2025

The Shelley Group, formed in 1986, became a Registered Charity in 2003 (no.1097547). The object of The Group is the public education and promotion of the Wileman and Shelley potteries and their development. It is a collectors' club with research and educational aims. Open worldwide to all collectors, academics, researchers, institutions, and enthusiasts, it is self-funding. The Group is the UK's premier china collector group. Membership this last year was 206, of whom about one-third are overseas; USA, Australia, Canada, China and New Zealand, where our partner clubs flourish. Guidance and management are conducted by a Board of Trustees; positions being voted in annually by the members. General Data Protection Regulations (GDPR) are implemented and monitored by the Data Protection Officer.

The year was satisfactory. Group membership has remained steady, but interest in Shelley ceramics is not filtering down to the younger generation, reflecting a general trend in collecting ceramics. Two of the regional representative posts have remained vacant this year, which impacts on arranging regional events throughout the country. The Shelley Group Annual Weekend at Telford was a success with interesting presentations and lively debate enjoyed by members attending. At the AGM members received and approved the Annual Report and Accounts, as well as re-electing members of the Executive. There was no change to the serving committee, although the secretary resigned subsequent to the AGM, and Ruth Jenkins has been acting in that role. Subsequently the Annual Return and Accounts was submitted to the Charity Commission.

The committee members were thanked for their considerable time and effort in running the Group. Four excellent magazines were mailed to members and the website continues to thrive and increased available information, including videos of Zoom presentations. Our research officer regularly answers queries posted on to the site by both members and non-members. An additional Interactive Facebook page has been started with the intention of building wider awareness of Shelley and the Group's activities and, hopefully, of attracting additional members. The committee recognises that marketing the Group and raising public awareness is vital and to this end have actively been recruiting to fill the position of publicity officer.

The burden on the committee is considerable, notwithstanding its members' enthusiasm. A plea was, and is, made for more assistance and contributions from the general membership. Few regional meetings were held and offers to host and attend were diminished, although it appears that some additional regional meetings will take place next year. Similarly, contributions, other than from the committee, for the magazine and presentations, both live and via the Internet Zoom meetings, were limited. Committee members will be happy to offer support to any member wishing to share their particular interest with the wider membership. The Zoom meetings remain well attended and its international attendance cements worldwide friendships.

The Group remains financially stable, with adequate reserves for the foreseeable future, although ever rising costs, especially in overseas mailing, gives cause for concern. The committee will therefore be recommending an increase in subscriptions, not previously increased for a decade, at the 2026 AGM.

The Group remains committed to its charitable support for ceramics students at the University of Staffordshire. The regular bursaries did not fall within this financial year's accounts but close cooperation will ensure worthy students will be rewarded.

The Group is making a collection of Shelley cups and saucers to donate to the archive section of The Potteries Museum for the use of visiting groups for refreshments. Naturally, we hope that this outreach activity will increase awareness of Shelley.

The Executive Committee re-iterates its gratitude to all members and welcomes feedback and constructive comment.

G. Pearce, Chairman

Registered office: 'Kingsleigh,' 4 Ashlyn's Road, Frinton-on-Sea, Essex, CO13 9ED

Registered Charity number 1097547 web site: www.shelley.co.uk

Trustees: Gerry Pearce (Chairman), John Barter, David Cox (retired May 2025) Christopher Davenport, Olwen Dudgeon, Linda Ellis, Brian Hill, Ruth Jenkins (since May 2025), Carole Lockyer, Bruce Till.