

126 Pottery

This Report on the Pottery Industry relates to establishments engaged wholly or mainly in manufacturing parts of electrical plant, apparatus and equipment from pottery clay and similar material; glazed earthenware tiles and sanitary earthenware; and domestic pottery (plates, cups, saucers, etc), earthenware jars, china ornaments, etc. Decorating and repairing china and earthenware are also included.

This industry corresponds to minimum list heading 462 in the Standard Industrial Classification (Revised 1968) which has been used for the first time as a basis of classification in the 1968 Census. The definition of this industry however is unchanged from the last detailed Census of Production for 1963 in which it was reported (Part 103).

Pits and quarries operated by firms in this industry are included in this report unless they had their own separate sets of accounts in which case they were included in the Chalk, Clay, Sand and Gravel Extraction Industry (Part 4).

In interpreting the data in the tables it is essential to bear in mind the notes and definitions which appear on pages (i) to (iv).

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- (c) Including services rendered to other organisations (amounts charged for hiring out plant, machinery or other goods, for providing transport, or for technical or other services rendered).
- (d) Administrative, technical and clerical employees.
- (e) Excluding expenditure for establishments not yet in production.
- (f) Acquisitions less disposals.

TABLE 1 Industry summary, 1963 and 1968
United Kingdom (a) (b)

	Unit	All establishments		
		1963	1968	
Number of enterprises	No.	319	317	
Number of establishments	"	399	412	
Gross output	£'000	79,707	104,239	
Net output	"	51,259	66,664	
Net output per head	£	848	1,200	
Sales and work done	£'000	goods produced and work done (c)	74,704	96,323
		merchanted goods and canteen takings	4,585	7,345
Purchases	"	materials for use in production and packaging and fuel	23,031	29,521
		goods for merchandising and canteen purchases	3,767	6,146
Payments to other organisations	"	for work done on materials given out for transport	52	286
		by road	1,717	1,518
		by rail and other means excluding postal services		
Stocks and work in progress	"			
Total stocks and work in progress	"	change during year	+ 537	+ 958
		at end of year	12,930	17,946
Goods on hand for sale	"	change during year	+ 151	+ 316
		at end of year	6,782	9,464
Work in progress	"	change during year	+ 267	+ 255
		at end of year	2,879	4,033
Materials, stores and fuel	"	change during year	+ 119	+ 387
		at end of year	3,269	4,448
Number employed on average during the year	Th.	total, including working proprietors	60.4	55.6
		operatives	52.0	47.1
		other employees (d)	8.1	8.1
Wages and salaries	£'000	of operatives	26,863	34,751
		of other employees (d)	6,558	8,798
Capital expenditure (e)	"			
Total	"	3,613	5,054	
New building work	"	901	1,380	
Land and existing buildings (f)	"	- 14	64	
Plant and machinery (f)	"	2,488	3,303	
Vehicles (f)	"	237	307	

(a) For 1968, estimates for establishments not making satisfactory returns and for small establishments, from which only employment data were collected, accounted for 3 per cent. of the total figures in which they were incorporated: of this, unsatisfactory returns accounted for less than 1 per cent. For 1963 the comparable figures were 4 per cent. and 2 per cent. respectively.

(b) The following information relates to small establishments (employing fewer than 25 persons) in this industry. It includes an estimate for small establishments not making satisfactory returns.

	1963	1968
Number of establishments	177	224
Average number employed:		
Working proprietors	224	261
Other persons employed	1,142	1,345

Footnotes continued on page 126/2.

TABLE 2 Analysis by size of establishment within the industry, 1968

(i) Output and employment

All establishments: United Kingdom

Number employed on average during the year by the establishment (a)	Estab-lish-ments	Enter-prises (b)	Total number employed on average during the year (a)	Gross output	Net output	Net output per head
1-5	98	97	277
6-10	37	37	273
11-24	52	49	868
25-49	17	17	626	1,209	670	1,071
50-99	30	26	2,168	4,864	2,683	1,238
100-199	42	34	6,284	10,042	6,295	1,002
200-299	38	31	9,127	15,744	10,678	1,170
300-399	18	13	6,140	10,468	7,106	1,157
400-499	15	12	6,739	11,270	7,263	1,078
500-749	18	14	10,797	21,508	13,558	1,256
750-999	5	5	4,004	6,642	4,492	1,122
1,000 and over	5	5	8,076	19,406	11,972	1,482
Unsatisfactory returns	37	35	188
Total	412	317	55,567	104,239(c)	66,664(c)	1,200(c)

(ii) Employees, wages and salaries

All establishments: United Kingdom

Number employed on average during the year by the establishment (a)	Employees		Wages and salaries		Wages and salaries per head	
	Oper-atives	Others (d)	Oper-atives	Others (d)	Oper-atives	Others (d)
	Number	Number	£'000	£'000	£	£
1-5
6-10
11-24
25-49	530	86	360	94	680	1,089
50-99	1,900	253	1,339	263	705	1,039
100-199	5,594	659	3,789	703	677	1,067
200-299	7,891	1,209	5,762	1,252	730	1,036
300-399	5,276	863	3,980	970	754	1,124
400-499	5,923	814	4,260	857	719	1,053
500-749	9,149	1,647	6,963	1,861	761	1,130
750-999	3,432	567	2,394	582	698	1,026
1,000 and over	6,295	1,781	5,054	2,000	803	1,123
Unsatisfactory returns
Total	47,137(c)	8,077(c)	34,751(c)	8,798(c)	737(c)	1,089(c)

(a) Including working proprietors.

(b) The sum of the figures for the size groups exceeds the total for the industry to the extent that enterprises made returns for establishments in more than one size group.

(c) Including estimates for establishments employing fewer than 25 persons and for establishments not making satisfactory returns.

(d) Administrative, technical and clerical employees.

TABLE 3 Percentage analysis of employees, by age and sex, 1969 (a)

All establishments: United Kingdom

Ages	Males	Females	All employees
	Per cent.	Per cent.	Per cent.
Under 18	3	3	6
18 and over	45	49	94
All ages	48	52	100

Source: Department of Employment

(a) The percentages relate to the numbers employed (excluding working proprietors) at June 1969, the earliest date for which the information is available on the basis of the Standard Industrial Classification, (Revised 1968).

Footnotes to Table 4.

- (a) Some establishments employing fewer than 25 persons were included in returns for larger establishments. These amounted to 2 establishments in 1968 and 8 in 1963.
- (b) The method of classifying returns to sub-divisions of the industry is explained in the notes; the characteristic products of each sub-division are identified in Table 5.
- (c) The sum of the figures for the sub-divisions exceeds the total for the industry to the extent that enterprises made returns for more than one sub-division.
- (d) Including services rendered to other organisations (amounts charged for hiring out plant, machinery or other goods, for providing transport, or for technical or other services rendered).
- (e) Direct sales of goods (excluding canteen takings) made to, and work done for, the general public by larger establishments are included. These amounted to £874,000 in 1968. Similar information is not available for 1963.
- (f) Characteristic products relate only to specific sub-divisions of the industry.
- (g) For sub-divisions of the industry, this is the ratio of sales of characteristic products to total sales of goods produced and work done. For the industry as a whole, this is the ratio of total sales of principal products by the industry to total sales of goods produced and work done.
- (h) Administrative, technical and clerical employees.
- (i) Excluding expenditure for establishments not yet in production.
- (j) Acquisitions less disposals.

TABLE 4 Analysis of larger establishments, 1963 and 1968
Establishments employing 25 or more persons: Analysis of returns received, United Kingdom (a)

	Unit	Sub-divisions of the industry (b)				Sub-divisions of the industry (b)						Total			
		Electrical ware 10		Tiles (not of brick earth) 21		Sanitary earthenware (including vitreous ware) 22		Domestic and ornamental ware 31		Other 32		1963	1968		
		1963	1968	1963	1968	1963	1968	1963	1968	1963	1968				
Number of enterprises (c)	No.	13	10	17	10	14	7	94	76	15	11	144	105		
Number of establishments	"	22	20	28	22	18	14	132	121	17	13	217	190		
Gross output	£'000	10,239	11,988	16,941	22,494	11,328	14,876	35,523	48,091	2,822	3,826	76,853	101,275		
Net output	"	6,949	7,736	9,135	10,667	7,135	9,179	24,791	34,846	1,414	2,340	49,424	64,769		
Net output per head	£	984	1,212	1,081	1,409	1,220	1,958	697	1,037	1,057	1,335	848	1,200		
Sales and work done	goods produced and work done (d) (e)	£'000	9,603	12,152	14,839	22,418	10,681	12,778	34,570	46,566	2,336	3,507	72,029	93,584	
		merchanted goods and canteen takings	"		530		1,919	881	2,115	645	903	446	280	4,420	7,136
Sales of characteristic products	"	8,906	10,792	13,517	17,589	9,641	12,552	33,857	45,838	(f)	(f)	(f)	(f)		
Index of specialisation (g)	Per cent.	93	93	91	92	90	98	98	98	97	98		
Purchases	materials for use in production and packaging, and fuel	£'000	2,577	3,491	5,924	8,257	3,061	3,673	9,729	12,047	915	1,214	22,206	28,682	
		goods for merchandising and canteen purchases	"	535	423	1,384	2,980	670	1,679	639	842	405	240	3,633	5,971
Payments to other organisations	for work done on materials given out for transport	"	40	70	-	-	-	-	10	15	-	-	50	277	
		by road	"	179	157	555	708	449	343	245	88	21	1,655	1,475	
		by rail and other means excluding postal services	"		48										23
Stocks and work in progress															
Goods on hand for sale	change during year	"	+ 38	- 104	+ 133	+ 72	- 230	+ 2	+ 171	+ 325	+ 33	+ 12	+ 145	+ 307	
		at end of year	"	822	1,046	1,461	2,103	801	1,322	3,330	4,398	125	327	6,539	9,195
Work in progress	change during year	"	+ 68	- 61	+ 50	+ 4	- 4	- 18	+ 137	+ 296	+ 6	+ 27	+ 258	+ 248	
		at end of year	"	484	408	394	466	171	166	1,684	2,767	42	112	2,775	3,919
Materials, stores and fuel	change during year	"	+ 40	- 63	+ 58	+ 140	- 13	+ 73	+ 31	+ 223	- 1	+ 3	+ 115	+ 376	
		at end of year	"	530	429	678	991	512	792	1,363	1,994	71	116	3,152	4,322
Number employed on average during the year	total, including working proprietors	No.	7,061	6,384	8,452	7,568	5,850	4,688	35,580	33,594	1,337	1,753	58,280	53,987	
		operatives	"	6,010	5,414	6,971	6,285	4,681	3,703	31,486	29,125	1,136	1,484	50,284	46,011
		other employees (h)	"	1,044	964	1,471	1,280	1,163	982	4,003	4,395	193	263	7,874	7,884
Wages and salaries	of operatives	£'000	3,376	4,240	3,986	5,204	3,454	4,197	14,578	19,162	586	1,118	25,980	33,921	
		of other employees (h)	"	920	1,168	1,286	1,380	863	1,075	3,094	4,673	182	291	6,344	8,587
Wages and salaries per head	operatives	£	562	783	572	828	738	1,133	463	658	516	753	517	737	
		other employees (h)	"	881	1,211	874	1,078	742	1,095	773	1,063	942	1,108	806	1,089
Capital expenditure (i)															
New building work	£'000	210	131	180	241	205	66	255	899	19	4	869	1,341		
Land and existing buildings	acquisitions	"	13(j)	53(j)	- 23(j)	3	-	-	7	27	114	-	54	174	
		disposals													"
Plant and machinery	acquisitions	"	580	443	1,079	1,435	236	168(j)	476	1,274	61	52(j)	2,432	3,389	
		disposals	"	3	62	7	20		4	19	80		1	33	179
Vehicles	acquisitions	"	47	54	103	120	46	62	151	264	22	24	370	525	
		disposals	"	21	24	29	53	18	19	66	118	8	13	141	227

For notes to this table - see page 126/5.

TABLE 5 Sales of principal products of the industry by larger establishments, including sales by establishments classified to other industries, 1963 and 1968

Establishments employing 25 or more persons:
Analysis of returns received, United Kingdom

Industry sub-division (a)	1963		1968			
	Quantity	Value	Quantity	Value	Enter-prises	Entries
21	Th.sq.yds.	£'000	Th.sq.yds.	£'000	Number	Number
Tiles (other than of pre-cast concrete)						
Glazed wall and fireplace tiles of all kinds	13,237	11,649	18,429	14,827	11	18
Unglazed earthenware (biscuit) tiles	3,013	845	5,179	1,359	5	9
Tessellated pavement tiles and mosaics	1,138	1,319	921	1,377	*	*
22						
Sanitary ware of earthenware, white, coloured or cane and white (including vitreous ware)						
Wash basins	..	3,000	..	4,171	8	13
W.C. pans	..	3,887	..	4,869	8	13
Other (except drain pipes, angles, bends, elbows and traps) (b)	..	2,881	..	3,693	10	16
China, including translucent pottery and all pottery known as china or porcelain (excluding electrical ware)						
31						
Domestic and ornamental ware	..	10,523	..	15,577	20	30
32						
Other china (including porcelain for laboratory and industrial purposes, but excluding electrical ware)	..	536	..	804	*	*
10						
Electrical ware (including insulators) of porcelain, earthenware or stoneware	..	9,872	..	12,014	15	26
Earthenware (excluding electrical ware)						
31						
Domestic and ornamental						
Jet, Rockingham and Samian ware	..	407	..	513	*	*
Other domestic and ornamental ware	..	20,547	..	26,985	59	73
32						
Other earthenware	..	676	..			
31,32						
Red ware and terra-cotta ware, glazed and unglazed (excluding unglazed flower pots, chimney pots and architectural terra-cotta and faience (c))	..	164	..	375	*	*
Stoneware, brown and yellow ware (other than electrical ware)						
31						
Domestic and ornamental	..	2,287	..	3,004	11	13
32						
Other	..	270	..	622	6	6
31						
Domestic and ornamental china and earthenware purchased and decorated	..	399	..	574	10	11
32						
Products used in the making of pottery	..	1,782	..	1,671	9	11
Other products	..	287	..	462	14	19
Waste products	..	34	..	44	24	24
Work done		93		220	6	8
Total		71,458		93,161
Sales in other industries (see Table 6)		1,592		1,197
Principal products of this industry sold by establishments in the industry		69,865		91,964	105	166

For notes to this table - see page 126/9.

TABLE 6 Sales of principal products of the industry by larger establishments classified to other industries, 1963 and 1968

Establishments employing 25 or more persons:
Analysis of returns received, United Kingdom

	1963	1968		
	Value	Value	Entries	Principal industries in which produced (a)
	£'000	£'000	Number	
Electrical ware (including insulators) of porcelain, earthenware or stoneware	896	509	*	74,79,93
Red ware and terra-cotta ware, glazed and unglazed, and stoneware, brown and yellow ware (other than electrical ware)	275	499	*	64,125
Other products, including glazed wall and fireplace tiles of all kinds, and sanitary ware of earthenware, white coloured or cane and white (except drain pipes, angles, bends, elbows and traps)	422	188	*	125,130
Total	1,592	1,197	..	

(a) The references given are to the list of industries at the front of this report.

Footnotes to Table 5.

- (a) The number given is that of the sub-division of which the item is a characteristic product. The sales shown are total sales by larger establishments, not merely sales by establishments classified to the sub-division.
- (b) Drain pipes, angles, bends, elbows and traps of earthenware and other sanitary ware of fireclay are included in the report on the Bricks, Fireclay and Refractory Goods Industry (Part 125).
- (c) Unglazed flower pots, chimney pots and architectural terra-cotta and faience are included in the report on the Bricks, Fireclay and Refractory Goods Industry (Part 125).
- (d) This figure represents the total number of returns made for larger establishments in this industry which is less than the total number of establishments shown in Table 4 on account of combined returns covering more than one establishment.

TABLE 7 Sales of other than principal products by larger establishments in the industry, 1963 and 1968

Establishments employing 25 or more persons:
Analysis of returns received, United Kingdom

	1963	1968
	Value	Value
	£'000	£'000
Tiled hearths and fireplace surrounds	861	179
Drain pipes, angles, bends, elbows and traps of earthenware, other sanitary ware of fireclay, glazed or enamelled, refractory goods, floor quarries and street paving tiles (other than pre-cast concrete), and architectural terra-cotta and faience, glazed or unglazed	828	716
Other goods	419	573
Services rendered to other organisations (a)	55	153
Total value of goods sold without having been subjected to any manufacturing process (merchanted or factored)	4,178	6,906
Canteen takings	242	230
Total	6,584	8,757

(a) Amounts charged for hiring out plant, machinery or other goods, for providing transport, or for technical or other services rendered to other organisations.

TABLE 8 Production of certain principal products of the industry by larger establishments, 1963 and 1968

This table is not applicable to this industry.

TABLE 9 Purchases by larger establishments of selected principal products of the industry, 1968

This table is not applicable to this industry.

TABLE 10 Purchases by larger establishments in the industry, 1963 and 1968

Establishments employing 25 or more persons: Analysis of returns received, United Kingdom

	1963		1968	
	Quantity	Cost	Quantity	Cost
Materials for use in production		£'000		£'000
Flint	..	804	..	1,048
China clay	..	814	..	954
Ball clay	..	807	..	899
Other clays and marls	..	274	..	301
China stone and Cornish stone	..	452	..	354
Bone and bone ash	..	427	..	576
Feldspar and syenite (a)	..	339	..	867
Quartz, whiting and other quarry products	..	182	..	392
General chemicals (b)				
Inorganic (including inorganic gases)				
Borax (natural and manufactured)	..	61	..	38
Soda ash	..	6	..	6
Other	..	96	..	201
Organic (including organic gases)	..	96	..	20
Other (eg mixtures of inorganic and organic chemicals)				
Frits (c)	..	290	..	431
Colours, and materials for colours not specified above	..	495	..	661
Glaze, and materials for glaze not specified above	..	1,473	..	1,922
Prepared bodies	..	371	..	453
Gold, liquid gold and platinum	..	349	..	481
Lithos	..	943	..	1,403
Saggars, stilts, spurs, thimbles and other kiln furniture	..	724	..	999
Refractory materials not specified above	..	179	..	91
Domestic and ornamental china and earthenware purchased for decoration by you	..	324	..	298
	Th.gal.		Th.gal.	
			83.0	26
Lubricating oils and greases	{ 76.4	{ 21	Th.cwt.	
	..	12	{ 0.9	7
			{ ..	4
Replacement parts for firms' own machinery, plant and vehicles, and accessories and consumable tools bought as replacement				
Tyres and other spare parts for firms' own road goods vehicles	..	1,047	..	51
Other	..	3,745	..	1,406
All other materials for use in production	..	3,745	..	5,160
Packaging materials				
Paper and board				
Boxes, cartons, drums and canisters (with or without metal ends) of paper and cardboard	..	1,105	..	1,706
Fibreboard packing cases	..	1,105	..	204

Continued on next page.

TABLE 10 (continued)

	1963		1968	
	Quantity	Cost	Quantity	Cost
Packaging materials (continued)		£'000		£'000
Paper and board (continued)				
Wrapping and packing paper (including paper coated with plastics and any laminates incorporating paper but not metal)			..	121
Other packaging materials of paper and paperboard (including moulded pulp units and labels) but excluding bags and multiwall paper sacks, and paper and board for converting into packing materials (d)	..	74	..	44
Timber				
Containers wholly or mainly of wood (including plywood boxes and drums), baskets and wickerwork crates	..	312	..	327
	Th.cu.ft.		Th.cu.ft.	
Timber (sawn or planed) for manufacture into packing cases, etc	219	127	242	158
	..	23	..	18
Other wood products for packaging, including wood wool but excluding plywood for manufacture into packing cases (e)	..	99	..	172
All other packaging materials	..	284	..	274
Fuel and electricity (f)				
	Th.tons		Th.tons	
Coal	148	782	68	419
	..	149	..	85
Coke (including screenings) and manufactured fuel	3.1	23	1.3	11
			..	11
	Th.gal.		Th.gal.	
Derv fuel and motor spirit for use in road vehicles	322	69	331	88
			..	17
Other liquid fuels (including creosote/pitch mixtures, etc, and liquefied petroleum gases)	19,485	783	33,689	1,514
	Th.therms		Th.therms	
Gas	45,027	2,407	26,674	1,445
			..	695
	Th.kWh		Th.kWh	
Electricity	285,817	1,550	264,509	1,716
	..	186	..	537
All other fuels	..	(g)	..	71
Total cost of materials and fuel		22,206		28,682
Goods purchased for merchanting		3,403		5,743
Canteen purchases		230		228
Total cost of purchases		25,839		34,653

(a) For 1963 'syenite' was not specifically included.

(b) For 1963 described as 'Heavy chemicals'.

(c) For 1963 described as 'Frits (lead)'.

(d) Multiwall sacks only specifically excluded for 1963.

(e) For 1963 described as 'Other wood products for packaging, including wood wool'.

(f) The total quantity of electricity generated in establishments employing 25 or more persons in this industry was 3,711 Th.kWh in 1968 and 4,293 Th.kWh in 1963.

(g) Not recorded separately for 1963.

TABLE 11 Transport costs and employment of larger establishments, 1963 and 1968

Establishments employing 25 or more persons:
Analysis of returns received, United Kingdom

	Unit	1963	1968
Average number mainly employed on transport	No.	160	260
Transport cost			
Wages and salaries	£'000	117	280
Derv fuel and motor spirit	"	69	105
Tyres and other spare parts for road goods vehicles	"	..	51
Payments to other organisations for transport	"	1,655	1,475
	{ by road		
	{ by rail and other means		
	{ excluding postal services		477
Costs of operating road goods vehicles			
Insurance	"	11	13
Vehicle licences	"	11	27
Depreciation	"	84	78
Payments to other organisations for repairs and maintenance	"	35	39
Total	"	1,983(a)	2,548

(a) Excluding tyres and other spare parts for road goods vehicles, not collected separately for 1963.

TABLE 12 Payments for certain services, etc by larger establishments, 1963 and 1968 (a)

Establishments employing 25 or more persons:
Analysis of returns received, United Kingdom

	Amounts payable	
	1963	1968
Repairs and maintenance to	£'000	£'000
Buildings	219	324
Road goods vehicles	35	39
Plant, machinery and other capital equipment	711	1,202
Insurance, licensing and depreciation of road goods vehicles (b)	106	118
Rates, excluding water rates	864	1,095
Hire of plant and machinery	119	208
Postage, telephone, telegrams, cables and telex (c)	383	432
Total	2,438	3,418

(a) No deduction is made for these payments to arrive at the figures of net output given in this report.

(b) For details see Table 11.

(c) Excluding telex for 1963.

TABLE 13 Percentage analysis of twelve-month periods covered by returns from larger establishments, 1968

Establishments employing 25 or more persons:
Analysis of returns received, United Kingdom

Year ended	Percentage of total returns received	Percentage of total number employed
1968	Per cent.	Per cent.
April (a)	1.8	0.3
May	0.0	0.0
June	4.8	4.4
July	3.6	2.5
August	1.8	1.1
September	4.2	3.8
October	0.0	0.0
November	0.0	0.0
December	60.9	69.0
1969		
January	3.0	1.7
February	0.6	0.1
March	18.7	16.8
April (b)	0.6	0.3
	100	100

(a) From 6 April.

(b) To 5 April.