

Lancaster site 1974-88

In 1972, after years of compromise by adapting and adding to their first factory, Hornsea Pottery had won Council of Design Awards, and by 1974 the Edenfield Works was employing 250 staff. Turnover was in excess of 3 million pieces a year and Hornsea Pottery had become so successful that the need for increased production called for expansion. Unfortunately, plans for further development at Hornsea were frustrated by local government objections, therefore locations outside the town were sought.

A number of sites for the second factory were considered, but finally Lancaster was chosen and the new 'Pottery in a Garden' opened at Wyresdale Road in 1974.

Land was chosen on the outskirts of the city as it seemed to provide the opportunity to develop a site that could incorporate a factory, a leisure facility and a factory seconds retail centre, a combination that had formed the basis of the success enjoyed at Hornsea. Unfortunately, there were many teething problems. It took factory workers longer to train to the higher standards required for the new brown Vitramic body, because the slightest imperfection that would normally be masked by a glaze, was visible.

Despite this shaky start, the official opening took place in 1976, headed by the Hornsea born actor, Brian Rix. The first three ranges produced at the Lancaster factory received Design Centre Awards and with them Hornsea Pottery enhanced its worldwide reputation.