

Churchill China expects to beat 2021 revenues as record demand continues

Pottery giant Churchill China is on track to beat its 2021 revenues after reporting record demand.

In a recent trading update, the Stoke-on-Trent ceramics manufacturer revealed that it has a healthy order book for 2022 as demand for its products continues.

Last year, the Sandyford business recorded revenues of £60.8 million – up from £36.4 million in 2020 – and operating profit of £6.1 million, which compares to just £900,000 the previous year.

Now bosses say they expect to deliver an “improved year-on-year performance” in 2022.

Churchill China chairman Alan McWalter said: “In our preliminary results, [announced on April 21, 2022](#), we advised that we were experiencing record demand across our geographic markets. I am pleased to report that this demand has continued and our order book remains healthy. We remain confident in our ability to deliver an improved year on year performance in 2022.”

Churchill China is also actively recruiting for a new board member following the retirement of Angela Bromfield after six years.

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Mr McWalter added: “Last month we announced the retirement of Angela Bromfield from the board, effective from the conclusion

of the Annual General Meeting. I would like to re-iterate the company's thanks for her work over the last six years and wish her well for the future.

“Recruitment processes are underway to both identify a successor to Angela and also to reinforce independent representation on the board.”

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