



## Positive Options Limited News / Media Release

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**Subject:** **'DUST WANT SOME TRAINING?' – POSITIVE OPTIONS' COLLABORATION WITH LOCAL INDUSTRY TO PRODUCE HIGH-QUALITY PROMOTIONAL GIFT WARE**

Positive Options' commitment to support people and promote innovation and collaborative ways of working has recently been demonstrated through a joint venture with Stoke on Trent based pottery manufacturer, 'Moorland Pottery', which produces a range of regional tableware. Moorland Pottery's 'Stokie Ware' brand was launched in 2008 and there is now a range of regionally orientated ware including Brummie Ware (Birmingham) and Geordie Ware (Newcastle upon Tyne).

In October 2010 Positive Options commissioned the Pottery to design a mug to reflect its Stoke on Trent origins. The concept is to offer a high-quality piece of promotional ware that our clients and customers will be proud to own and use (and keep using); that simultaneously promotes the operations of the company and its values, and supports the growth and promotion of the local pottery industry in Stoke on Trent.

The strapline used on the mug; **'Dust want some training?'** is a Stoke popular expression ('colloquialism') and was coined for the purpose of the mug design by **Chris Stirling**, Director of Creative Development at Positive Options. The design

included a unique presentation box and a hand written paper insert describing the business of Positive Options and its value base for working with people.

**Jeremy Boughey**, Chief Operating Officer said: “Positive Options intends that the mugs will form, over time, part of a small but high-quality selection of promotional giftware for clients and customers.” He added: “As part of what we do, we are keen to promote Staffordshire as our operational base true to its word; it is after all known as ‘the Creative County’, and as our operations grow we hope that some of our success will be shared by other business enterprises in the local area. Whilst sourcing the development of the ‘Dust Need Some Training?’ mug locally is more expensive than sourcing cheaper ware from outside of the UK; the design, lithograph and mug production is all made entirely in Stoke on Trent, we believe that we should recognise the value of business and social enterprise initiatives supporting each other to make a difference in our society.”

On a go-forward basis the company intends to provide mugs to its range of clients and customers, including MAPA® trainers licensed through its accreditation by the British Institute of Learning Disabilities (BILD) at the point of initial certification or following re-certification at update and reassessment events. As the mugs are a one-off design and Moorland Pottery is routinely collected by ceramics enthusiasts Positive Options also plans to offer the mug for purchase through its website.

People who are interested in purchasing a ‘Dust Want Some Training?’ mug should click [here](#) to indicate their interest.

People who are interested in learning from Positive Options collaboration with Moorland Pottery should click [here](#) to make contact.

#### **Editorial Notes:**

**Positive Options** professional and operating values are contained on its website; click [here](#) to access our professional aims and values (for the MAPA® approach) and [here](#) to access our ‘What Are Our Values?’ document that outlines our operational and trading philosophy. The Company espouses six operating values.

The MAPA® approach to managing challenging behaviour; aggression and violence is what Positive Options is best known for. Click [here](#) to find out more about MAPA®. In 2008 Positive Options developed and launched a product recognition concept; ‘Person-Centred Excellence®’ (PCE) which outlines a spectrum approach to delivering person-centred outcomes in care and education services that is underpinned by a range of education and training offerings. Click [here](#) to ask for more information about PCE® and find out how we can help your organisation on its journey to person-centred thinking and planning.

**Moorland Pottery** was established in 1987 and is a Stoke on Trent based Pottery that operates from Chelsea Works built in 1886. Click [here](#) for more information about Moorland Pottery; its ware and its operations.