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Picture: Steve Bould



1,800 JOBS AXED BY WEDGWOOD PARENT FIRM

BY DAVID ELKS
DEPUTY BUSINESS EDITOR

WATERFORD Wedgwood is to shed 1,800 jobs as part of a £60 million restructuring plan to turn around the loss-making luxury goods firm.

The Irish group is to shed 150 jobs in North Staffordshire over the next two years as a result of its takeover of Royal Doulton in January.

Waterford said a total of 950 jobs

will be lost as a result of the merger between the two pottery giants — although 450 have already gone after the closure of the Nile Street factory in Burslem.

About 100 retail and 200 distribution jobs are targeted to go worldwide as the duplicated operations of Royal Doulton and Wedgwood are brought together.

The Irish-based company today also announced the closure of its Dungarvan plant in Ireland with the loss of 400 jobs, and about 85

redundancies made at the firm's Waterford crystal works.

It is to make a further 160 job cuts at its Rosenthal works in Germany, and a further 200 across the group.

A Wedgwood spokesman said: "We would envisage around 150 posts will be affected over the next two years in North Staffordshire as a result of the integration of Royal Doulton and Wedgwood. We regret any job losses but this situation is the result of two global companies coming together with

all the duplication that entails. We will, of course, be doing all we can to assist those in this situation."

The group said the restructuring, which will cost about £60 million, aimed to save the business £60 million a year with cost savings filtering into the business by December 2006.

Its programme is designed to shed excess capacity from the business and improve efficiency and complete a full integration of

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