In this review, you will read about the difference that you – a member of this community – have made through your support of the Trust.

The Trust is passionate about providing an authentic experience for visitors. From the new logo – based on an original sketch and classic Victorian fonts – to the special events delivered on site, everything is rooted in the historic collections.

In the almost 50 years since the SS Great Britain was returned to her original dock in Bristol she has witnessed significant change, both to herself and the surrounding site. Visitors are often amazed by the transformation that has taken place and the SS Great Britain Trust continues to prioritise being an entrepreneurial organisation, which constantly develops new ideas and projects. The past year was no different as a dedicated community of trustees, staff, volunteers and supporters worked tirelessly to maintain and improve the ship, the museum and the organisation.

From the new Being Brunel museum, now taking shape on the dockside, to the latest Brunel Collection acquisitions, you have helped to conserve and enrich the ship, the museum and the legacy of Brunel. It is thanks to your support that just over 194,000 visitors, including events and conference delegates, discovered the incredible history of the SS Great Britain last year.

Alongside the building of the new museum, work has continued to improve the ship, transforming Steerage and introducing the travelling Quaker, a new costumed character. These changes were based on the diaries, letters and artefacts of the people who travelled and worked on board the ship; and a new project is delving further into the Collection. This project – ‘Opening up the World of the SS Great Britain’ – now has 11 dedicated volunteers, who are working hard to transcribe and research the ship’s passenger and crew lists to unearth family connections overseas.

Last year saw the introduction of an ambitious series of themed, traditional events, including the Launch Festival and a Victorian Christmas Fayre. This series was hugely successful, offering visitors an authentic and immersive Victorian experience.

Alongside these new projects, the Trust continues to deliver its unique range of education programmes, including the flagship Future Brunels scheme, and regular drop-in sessions in the Brunel Institute, encouraging over 10,000 members of the public to engage with the collection in the David MacGregor Library.

An incredible amount has been achieved in the past 12 months, but it has only been made possible by the hard work and support of the Trust’s staff, volunteers and supporters – thank you! Please read on to see what your support has achieved and how it will continue to make a difference into the future.

Colin H. Green CBE
Chair
20,250 Hours were given by committed volunteers

300 Volunteer hours were dedicated to ‘Opening up the World of the SS Great Britain’

152 Volunteers supported the work of the Trust
182,032
People visited the SS Great Britain

13,056
Children discovered the story of the ship on an educational visit
Great strides have been made towards the completion of Being Brunel, the new national Brunel museum. Beard, the contractor, started work in October 2016 and the new building is now secure, sitting on 49 piles with the deepest going down 23.5 metres to the solid Redcliffe Sandstone bedrock.

Important structural and repair work has also been carried out on the Grade II* listed ‘Brunel’ Dock Office to make it fit for purpose as a museum. This building is where Brunel and his team worked to create the SS Great Britain and it will form an integral part of the Being Brunel experience.

With generous funding from the Heritage Lottery Fund, the building work is due for completion in October 2017 and then the fit-out of the museum will follow. The museum’s doors will open to the first visitors in early 2018.

“Bond Dickinson is delighted to support the SS Great Britain Trust and be a member of the Being Brunel Corporate Club. The lessons Being Brunel will teach, about the vision and determination needed to bring ambition to fruition, are relevant for us and our clients.”

Richard Guyatt, Partner, Bond Dickinson
THE STEERAGE PROJECT

How do you create an immersive experience of a 19th century ship? In summer 2016, the Interpretation Team revisited how third class passengers travelled on board to create an authentic experience within the steerage cabins. They wanted these cabins to feel inhabited, so all 64 berths were given real 'occupants', known from passenger diaries and archive sources. Research helped to identify passengers’ possessions and to personalise every cabin by making and installing a huge range of props - including a harpoon.

As part of a new immersive soundscape, nineteen loudspeakers and three proximity sensors were installed. Walking through the space, you’ll hear the sound of the ocean, luggage sliding as the ship pitches, and the coughing, wheezing, snoring, crying, gossiping and laughter of the passengers all around. Visitors’ movements trigger different interactions with the soundscape, so that you become part of the story.

“\[quote\]
I have a great fund of anecdotes to really help bring the space alive. If there are not too many people around I like to introduce visitors to my ‘fellow passengers’ (i.e. the mannequins) and tell some of their stories.\[quote\]

Rod Hicks:
STEERAGE QUAKER

An essential part of the Steerage experience is talking with the resident Quaker, a passenger who kept a diary of his voyage to Australia in 1852 that is now in the Trust collection. He will recount his experiences at sea and reveal some of his most treasured possessions.

An expert volunteer team perform this ‘live interpretation’ role. Training includes learning about the events of the 1852 voyage and about how the historic Quaker lived through these. Wearing authentic costume is an essential part of presenting the reality of Victorian life – that means a black woollen coat, even in the summer.

Using live interpretation within an immersive space puts a face to the history and we have found that people respond from the heart, as one visitor recounted: “it will stick with me for a long time, because it burnt in there, because it was very real.”
Following research into visitors and their expectations, the Trust undertook a brand review in 2016. A creative agency, Future Kings, looked across all areas of the organisation from conference delegate and visitor experiences to collection items and education programmes. As part of the review, the Trust considered brand values and assets more comprehensively than ever before and refreshed the brand look and logo. The old logo had been in use since 2004, and it was time for it to be honourably retired.

There has been a lot of positive feedback about recent campaign artwork, signage and the visitor leaflet, which bring the brand to life by emphasising immersive visitor experiences while reflecting the Trust’s charitable objectives.

The new logo positions the SS Great Britain centre stage, inspired by a Keith A. Griffin painting, which captures her during an 1845 transatlantic voyage. Eagle-eyed visitors to the Trust’s offices might spot the painting at the foot of the stairs!
OPENING UP THE WORLD OF THE SS GREAT BRITAIN

Last year the Trust received funding from Arts Council England to develop a truly international project; exploring in more depth than ever before the international connections of the SS Great Britain, her passengers and crew. There is now a team of 11 volunteers dedicated to transcribing and researching passenger and crew lists from the SS Great Britain’s 47 voyages. These records will be used to create a searchable online database for visitors and researchers, allowing people to search for a passenger or crew member with whom they share a similarity – perhaps name, age or nationality. The platform will provide a personal link to someone connected to the ship over 150 years ago, while objects, diaries and letters will bring these stories to life. Volunteers and staff have already uncovered a wealth of new information, discovering descendants of the SS Great Britain across the globe.

“I’m currently really enjoying the transcribing. It’s fascinating learning about how challenging the conditions were, and yet also to see real instances of human camaraderie and grit in the face of these.”

Lara Webster, Volunteer, uncovering these new stories

LATEST ACQUISITIONS

Thanks to generous donations and support from members, the Trust have recently acquired several new items for the Designated Collection. Amongst these items are plans for the Gloucester and Forest of Dean Railway, and a collection of letters from the Hawes family, including personal letters from Sir Marc Brunel to his son-in-law Benjamin Hawes and his daughter Sophia, which have been gifted to the Trust by a direct descendant of Sir Marc.

The Trust also received a famous month-going regulator wall clock in the Clive Richards Brunel Collection. This piece, which originally stood in I.K. Brunel’s Duke Street Office in London, was the clock which Brunel had GWR contractors set their watches by, in order to meet at the correct time in other parts of the country.

It’s wonderful to have secured these items, each of which contributes to further understanding of Brunel and his work. Currently being stored in the Archive Vault, they will go on display in the Being Brunel museum next year.
FAMILY EVENTS AND ACTIVITIES

Throughout 2016 the Trust has expanded the offer for families with a series of special programming and mini festivals during the school holidays. These events include traditional activities for visitors, offering families an immersive and truly Victorian experience.

“My two haven’t stopped talking and asking questions about Victorians all day... we will be sure never to miss this event again.”

The activities are fun and engaging for younger visitors, while also inspiring them with stories connected to the ship’s history and work of Brunel. Practical activities, such as making Victorian Christmas cards or tasting authentic Victorian puddings, complement engaging family-friendly sessions in the Brunel Institute as well as storytelling, talks and tours.

The special events have been a great success: a 3 day Victorian Christmas festival resulted in a 149% increase in visitors over the same weekend compared to the previous year. In 2017, expect to find visitors shovelling coal, learning Victorian circus skills and creating their own wounds from the 1840s.
The Trust had an exciting year as it started work to build the new Being Brunel museum. In terms of visitors, there was a challenging start to the year but a strong performance at the end of the year brought visitor numbers up to budgeted levels, albeit slightly lower than last year.

Unrestricted funds, which are mainly income and expenditure from the operation of the ship as a visitor attraction, showed a £581k deficit for the year before transfers (£113k deficit last year). This comprised a planned operating deficit of £205k (as the Trust funded the Education programmes while securing further funding and invested in the growth of the organisation to support the proposed expansion of the site) and the spending of £376k prior year surpluses on designated fund projects (last year £226k). The transfer of endowment income (£135k, £49k last year) reduced the unrestricted deficit to £446k (£65k deficit last year). The income from visitors enabled the Trust to spend over £3m on charitable activities in the areas of conservation, maintenance, education, and curating.

Restricted funds increased by £1.3m primarily due to the income raised to fund the building of the new Brunel museum (last year restricted funds reduced by £50k), the majority of which should be expended this year.

The Endowment Fund provided net income to the Trust of £135k (last year £117k). Despite the uncertainties during 2016, for example with Brexit and the US election, the managed investment portfolio performed extremely well, with the overall value of the fund increased by £1m due to realised and unrealised gains on investments, donations and matched funding (last year £138k decrease).

Overall, the Trust’s total net incoming resources were £1.9m for the year (last year £253k outgoing resources). At the year-end the balance sheet was strong with total funds at £18.7m, largely made up of tangible fixed assets at £10.4m, (an increase of £483k, made up of £1m investment in the Brunel museum offset by depreciation charges), endowment funds at £6m and a healthy cash balance of £2.3m including a reserve fund of £400k and £495k designated for specified future projects. The Trust has no external borrowing, and continues to be in a solid financial position.

Kerry Lock, Hon Treasurer
18 May 2017
### Year ended January 2017

#### Incoming resources

<table>
<thead>
<tr>
<th>Source</th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Total 2016/17</th>
<th>Total 2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legacy and Donation Income</td>
<td>£000</td>
<td>£000</td>
<td>£000</td>
<td>2,178</td>
<td>919</td>
</tr>
<tr>
<td>Fundraising</td>
<td>17</td>
<td>23</td>
<td>0</td>
<td>40</td>
<td>197</td>
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<tr>
<td>SS Great Britain Trading Limited</td>
<td>1,699</td>
<td>0</td>
<td>0</td>
<td>1,699</td>
<td>1,920</td>
</tr>
<tr>
<td>Investment Income</td>
<td>4</td>
<td>0</td>
<td>161</td>
<td>165</td>
<td>145</td>
</tr>
<tr>
<td>Day Membership (including Gift Aid)</td>
<td>1,998</td>
<td>0</td>
<td>0</td>
<td>1,998</td>
<td>2,049</td>
</tr>
<tr>
<td>Members’ covenants and subscriptions</td>
<td>25</td>
<td>1</td>
<td>0</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td><strong>Total Incoming Resources</strong></td>
<td>3,786</td>
<td>2,159</td>
<td>161</td>
<td>6,106</td>
<td>5,257</td>
</tr>
</tbody>
</table>

#### Resources expended

<table>
<thead>
<tr>
<th>Item</th>
<th>2016/17</th>
<th>2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS Great Britain Trading Limited</td>
<td>1,699</td>
<td>1,837</td>
</tr>
<tr>
<td>Fundraising and communications</td>
<td>153</td>
<td>204</td>
</tr>
<tr>
<td>Investment management fees</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>Conservation and maintenance</td>
<td>944</td>
<td>2,285</td>
</tr>
<tr>
<td>Brunel Institute - curatorial and education</td>
<td>972</td>
<td>1,297</td>
</tr>
<tr>
<td>Day membership and advertising</td>
<td>589</td>
<td>672</td>
</tr>
<tr>
<td><strong>Total Resources Expended</strong></td>
<td>4,367</td>
<td>5,132</td>
</tr>
</tbody>
</table>

#### Net expenditure/income

<table>
<thead>
<tr>
<th>Category</th>
<th>2016/17</th>
<th>2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>before investment gains/losses</td>
<td>-581</td>
<td>974</td>
</tr>
<tr>
<td>Gains on investment assets</td>
<td>0</td>
<td>972</td>
</tr>
<tr>
<td><strong>Net expenditure/income before transfers</strong></td>
<td>-581</td>
<td>1,946</td>
</tr>
<tr>
<td>Transfers between funds</td>
<td>135</td>
<td>972</td>
</tr>
<tr>
<td><strong>Net incoming resources for the year</strong></td>
<td>-446</td>
<td>1,946</td>
</tr>
<tr>
<td>Total Funds brought forward</td>
<td>3,870</td>
<td>16,812</td>
</tr>
<tr>
<td>Total Funds carried forward</td>
<td>3,424</td>
<td>18,758</td>
</tr>
</tbody>
</table>

#### Group Balance Sheet as at 31 January 2017

<table>
<thead>
<tr>
<th>Item</th>
<th>2016/17</th>
<th>2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible Fixed Assets</td>
<td>2,565</td>
<td>10,401</td>
</tr>
<tr>
<td>Investments</td>
<td>0</td>
<td>6,048</td>
</tr>
<tr>
<td>Current Assets</td>
<td>1,454</td>
<td>3,013</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>-595</td>
<td>-704</td>
</tr>
<tr>
<td>Net Assets</td>
<td>859</td>
<td>2,309</td>
</tr>
<tr>
<td><strong>Total Funds</strong></td>
<td>3,424</td>
<td>18,758</td>
</tr>
</tbody>
</table>

The above data is only an extract summary of information relating to the Income and Expenditure account and the Balance sheet.

For more information on the finances of the Trust we recommend that you read the Board of Trustees Report and full financial statements. Copies may be obtained from Angela Spreadbury, by email at Angelas@ssgreatbritain.org.
INDEPENDENT AUDITOR’S STATEMENT TO THE MEMBERS OF SS GREAT BRITAIN TRUST

We have examined the summarised financial statements of the SS Great Britain Trust for the year ended 31 January 2017 which comprise the extracts from the Income and Expenditure Account and the Balance Sheet set out on page 11.

This statement is made, on terms that have been agreed with the Trust, solely to the Trust in order to meet the requirements of the Companies Act 2006. Our work has been undertaken so that we might state to the Association those matters we have agreed to state to it in such a statement and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Association for our work, for this statement, or for the opinions we have formed.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITORS

The Board of Trustees are responsible for the preparation of the summarised financial statements in accordance with applicable UK law. Our responsibility is to report to the Association our opinion on the consistency of the summarised financial statements on page 11 within the Annual Report with the statutory Board of Trustees Report and Financial Statements and the relevant requirements of section 427 of the Companies Act 2006.

We also read the other information contained within the Annual Report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

BASIS OF OPINION

We conducted our work in accordance with Bulletin 2008/3 The auditor’s statement on the summary financial statement issued by the Auditing Practices Board. Our separate report on the Association’s statutory Board of Trustees Report and Financial Statements for the year ended 31 January 2017 describes the basis of our opinion on those Financial Statements.

OPINION

In our opinion, the summarised financial statements set out on page 11 are consistent with the statutory Board of Trustees Report and Financial Statements for the year ended 31 January 2017 and complies with the applicable requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full statutory Board of Trustees Report and Financial Statements (18 May 2017) and the date of this statement.

Mazars LLP, Chartered Accountants and Statutory Auditors
90 Victoria Street, Bristol, BS1 6DP
Followers kept up-to-date with the latest news on Twitter

Brave visitors climbed the rigging with Go Aloft!
10,683 People attended ‘Archive in Five’ to learn about an item in the Collection

74% Of the ship’s passenger lists were transcribed by volunteers

13,275 People visited the Brunel Institute to find out more about the Designated Collection
THE SS GREAT BRITAIN TRUST

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HRH The Duke of York KCVO ADC

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Michael Hill MBE
David Parkes
Alderman Brian Richards JP
Clive Richards OBE DL
Roger Smedley MBE
The Rt Hon the Lord Euan Strathcona
and Mount Royal
Capt Christopher Young RN (Rtd)

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Vice Chair
Dinah Moore

Hon. Treasurer
Kerry Lock

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Dr Helen Doe
Peaches Golding OBE

Dr Campbell McMurray OBE
Sam Mullins
Jan Stam
Prof Ros Sutherland
James Beresford
Mr John Hollingdale
(resigned June 2016)
Ms Lucy Ramseyer
(resigned January 2017)
Mr Grant Watson OBE
(resigned June 2016)

GUARANTORS
The legal members of the charitable company are known as “Guarantors”.
All members of the board of trustees and the following individuals are guarantors:

Mr Alan Aberg
Mr Michael Andrews
Mrs Janet Brinnand
Mr Edward Cooke
Dr Tony Dickens
Mr Richard Fitzgeorge Parker
Dr Jo Gipps OBE
Mr John & Mrs Lynne Griffin
Mr Michael Hill MBE
Mr Don Jones

The SS Great Britain Trust is grateful for all the support it receives from its members, from individuals, companies and trusts. We would like to thank the following in particular for their generous donations and pledges of support:

AIM Biffa Award
Airbus UK
Arthur J Gallagher Insurance Brokers Ltd
Arts Council England
Babcock International Group plc
BAE Systems plc
BMT Defence Services Ltd
Bond Dickinson LLP
Department of Culture Media & Sport
Dr Tony Dickens
Edith Murphy Foundation
Ernest Cook Charitable Trust
Garfield Weston Foundation
George Cadbury Trust
Heritage Lottery Fund
His Honour Stephen Powles QC
Hollandia UK Ltd
Institute Of Physics (IOP) Publishing Ltd
J & M Britton Charitable Trust
Kirby Laing Foundation
Mr Barry and Mrs Estelle Stevenson
Mr Bill Tandler
Mr Chris Booy OBE
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Mr Martin Newham
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Renishaw plc
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Stannah
The Bristol Port Company
The Headley Trust
The Swire Charitable Trusts
The Clive and Sylvia Richards Charity
The Eranda Rothschild Foundation
The Inchcape Foundation
The John Coates Charitable Trust
The Wolfson Foundation
Wapping Wharf
Wessex Water Services Limited

Donors listed in bold supported the Trust with major gifts of £10,000 or more.

The Corlett Society is a special group of supporters who have committed to safeguarding the future of the SS Great Britain by making a gift to the Trust in their will. There are currently 51 members of the Society and the Trust is extremely grateful to all supporters who choose to join this group. In 2016 the Trust received legacies from The Late Dr James Dunlop, The Late Miss Mary Anderson, The Late Mr Andrew Dick, The Late Mr William Norman Bruce George and The Late Mrs Dorothy Mary Thorpe.