The ss Great Britain Trust seeks to preserve the ship, ss Great Britain, and her building dock for all time for the public benefit of all, and to place the same upon public display as a museum for the enhancement of the public understanding and appreciation of her social, commercial, scientific, and technological context and significance.

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Front Cover image: David Noton
Opposite page: Mandy Reynolds.
This page: Stephen Lewis and Paul Blakemore.
2010 was truly a landmark year for the Trust. The highlight was undoubtedly the opening of the Brunel Institute by Lord Winston on the 29th November 2010. This splendid new facility allows the Trust to deliver on its second charitable objective, namely, to use Brunel’s legacy to promote the understanding of science and technology and its social impact and thereby enthuse the next generation of ‘Future Brunels’. The partnership with the University of Bristol is particularly important both in terms of the academic rigour that it brings to the educational programmes and by the collocation of their collection of Brunel material (and also that owned by the Clifton Suspension Bridge Trust) with the Trust’s to create the National Brunel Archive. The facade of the main building is a strong recreation of Brunel’s Steamship Engine Factory and the library and lecture theatre have exteriors in the style of the Victorian dockyard, which combine to form an authentic backdrop for the ship herself and so enhance the visitor experience. As well as housing the Archive and Conservation Suite, the ship has a new first class Visitor Centre and shop which was opened by Carol Vorderman MBE on 2nd June 2010. The impressive library enables the MacGregor Collection to be accessed and appreciated for the first time by the general public whilst the 120-seat lecture theatre and associated break-out rooms not only allows us to stage academic events but also to exploit its versatility for a number of commercial uses.

2010 also marked the 40th anniversary of the ship’s return from the Falkland Islands. This incentivised us to commission an extensive oral history project to capture the knowledge, information and memories from those most intimately involved with the salvage operation, which remains to this day one of the most daring ever undertaken, and from as many as possible of those thousands of people who welcomed the ship home on her triumphant return to her place of birth in July 1970. The new exhibition ‘The Incredible Journey’ and other events celebrated the fruits of all this work. The anniversary also prompted the commissioning of Chris Young, Trust Vice President, to write a definitive history of the Trust and the ship’s conservation. The restaurant and café underwent some re-modelling and we now have a very popular ice-cream kiosk, which is proving to be quite a money-spinner! Events sales are beginning to recover and we are greatly encouraged by a significant increase in interest and future bookings.

Almost like the Windmill Theatre, we rarely close and thanks to the selfless efforts of staff and volunteers alike we operated successfully and without disruption throughout the extremely inclement weather and continued to refresh the ship’s interior and have started on a major programme of dockyard dressing, including a bare-metal restoration of the cast iron gentlemen’s pissoir!

Commercially, no doubt helped by the excitement of the new buildings and the anniversary, the Trust had a very successful year despite the economic climate. Visitor numbers and net income were both up on last year and significantly better than had been expected. The restaurant and café underwent some re-modelling and we now have a very popular ice-cream kiosk, which is proving to be quite a money-spinner! Events sales are beginning to recover and we are greatly encouraged by a significant increase in interest and future bookings.

We welcomed two new Trustees, Grant Watson and Chris Booy, both of whom are already making a significant contribution to the operation of the Board and we were delighted to note that Liz Mackenzie, who retired from the Board at the AGM in June after seven years of sterling service was awarded the MBE in the recent New Year’s Honours List.

Finally, it remains to say a heartfelt thank you to the managers and staff who continue to achieve the extraordinary with the minimum of fuss, to the volunteers who give unstintingly of their time and expertise, to our partners from the University of Bristol and to my fellow Trustees who provide such important guidance and governance from a wealth of very diverse experience and back-grounds and who keep me on the straight and narrow!
HIGHLIGHTS 2010

The official opening of the Brunel Institute in November 2010 by Professor Lord Winston.

Winning the Rough Guide to Accessible Britain Awards ‘Best Heritage Venue’ in the UK, competing against attractions like Tate Britain. The judges commented that ‘there is a fantastic visitor centre with audio and British Sign Language guides and on board they have worked wonders to ensure the ship is wheelchair accessible’.

The opening of the new Visitor Centre by Carol Vorderman MBE in June 2010.

The Trust celebrated the 40th anniversary of the return of the ss Great Britain to Bristol with The Incredible Journey oral history project and a new on-site exhibition in the Baker Gallery.


2010 Museums & Heritage Awards for Excellence winner of the ‘Winstan Bond Trophy for Entrepreneurial Museum of the Year’ demonstrating the Trust’s commitment to both social goals and commercial viability.

The transformation of the dockside by the Technical Services and Curatorial teams and artist Lottie Sweeney has left the dockyard looking convincingly cluttered with passenger luggage, animals and food supplies, as well as the paraphernalia of a working dockyard.

Brunel’s ss Great Britain was voted one of the world’s 10 ‘top new museums of the past decade’ by members of Museum ID magazine.

168,594 ship and event visitors in 2010 (significantly up on 2009) and a 34% increase in unique visitors to the website.


Images: Stephen Jesso, Martin Chainey, Alistair Hood, David Noton and Paul Blakemore.
The major building works undertaken by the Trust in 2010 transformed the site and enabled the realisation of a vision dating back to 1999. The building process was a complex one but the co-operation of the fit out contractor enabled the handing over of the building in two stages: the Visitor Centre and then the Library, Archive and event spaces of the Brunel Institute.

The basic design of the Visitor Centre was provided by the architects, leaving the detailed design and layout of the shop to be developed by the Visitor Services staff. Various shop fittings were trialled in the previous shop, leading to the choice of a flexible wood and glass cube system, which has proved very effective in the new space. A historic wall, left exposed within the new space, stands as a survivor of the original steam ship engine works on the site. The historical reminders continued with the installation of two manikins, seemingly ready to board the ship and walking through a glass wall, which fascinate younger visitors as they enter the dockyard. An additional benefit of the new Visitor Centre is its excellent toilet facilities, solving what had been an on-going issue during school holidays.
The move into the new Visitor Centre took place over a 36-hour period. The Visitor Services and Technical Services teams worked tirelessly with other members of staff to move stock from the old shop and display it in its new home. After a massive team effort the Visitor Centre was ship shape and Bristol fashion, ready for the opening at 10am the next morning. The official opening, by Carol Vordeman MBE took place on 2nd June with Mr. Brunel in attendance and the first visitor across the threshold was given free entry.

With the Visitor Centre open, work started in earnest on the fit-out of the Brunel Institute with the David MacGregor Library and the Archive vault (built to BS 5454 standard). The handover from Linden Homes Western Ltd to Bray and Slaughter Ltd, the fit-out contractor, took place in April 2010 and was followed by several months of rapid transformation: the curved, glass corridor took shape; the spiral staircase went in; the bookshelves were built and roller racking was fitted in the archive. Historic hull timbers were prepared for installation in the Great Western Room, brass lettering was put up on the Butterley beam to mark the entrance to the Brunel Institute, security systems were installed and furniture ordered. In tandem with the build, the formidable task of cleaning the books ready to go into the library was tackled and objects from the Trust’s collection were moved into their new home in the archive store. The finishing touch in the Library was the installation of the Reverend Mowll’s two metre model of the ship in a central position for visitors to enjoy.

The Viridor Theatre, Great Western Room and associated events spaces were the final areas to be handed over. The Viridor Theatre has the capacity for 120 people and offers retractable screens, flexible room layout, up-to-date audio visual equipment and the added bonus of a great view of the ship as its ‘unique selling point’.

The Great Western Room looks down from a balcony on to the Viridor Theatre and has capacity for 18 people seated and has a soundproof folding wall, so that the room can be used separately if the Viridor Theatre is in use.

The Brunel Institute opened unofficially in October 2010 but work continued to make it fully ready for the members’ private view on 24th November. The Brunel Institute was officially opened by Professor Robert Winston on 29th November and the achievements of the Trust were commended by funders and guests alike.
In spring 2010, work on the ship’s rigging was resumed. Two hundred foot-bars, needed for the shrouds which hold the masts up, were measured, cut and bound into place, providing access to the top of the main masts and improving the look of the rigging. The ‘trucks’ or caps on masts 4, 5 and 6 were replaced, giving greater protection to the top of the top masts and providing secure attachment points for the halyards used to hoist the flags and the access ropes.

The Dining Saloon carpet was also replaced, after around 20 years service, with a carpet made by Wilton to the original design.

The Trust is constantly looking for ways to reduce costs. Energy efficiency is reviewed regularly, particularly as the dehumidification plant, which stabilises the fabric of the ship, has significant energy consumption. In 2010, a number of recommendations were made to the Trust about how to optimise existing plant operation, including increasing air side heat recovery, changing air supply temperatures and changing the Carbon Dioxide level boundaries. Some simple adjustments to the Building Management System and dehumidification plant control systems were made and these should help to reduce consumption and improve efficiency.

Opposite page: A sketch from Isambard Kingdom Brunel’s private diary entry on 27th August 1824. Images: By courtesy of the Brunel Institute – a collaboration of the ss Great Britain Trust and the University of Bristol.
Works on Paper

The paper-based part of the Trust's collection consists of 4,500 library books, 2,000 periodicals and 45,000 other works, including objects, photos and postcards. With the opening of the Brunel Institute, plans were made to move these objects into the David MacGregor Library and the Archive.

The Technical Services, Curatorial staff and volunteer teams moved the books over a three-day period. The Curatorial staff and the library volunteers then worked solidly over a three-month period to clean and security tag all the books and to catalogue 3,000 using the AdLib and Library of Congress systems. The catalogued items were then moved into their final home in the David MacGregor Library. The cataloguing process will be completed during 2011.

A significant partnership with the University of Bristol will see long term collaboration on collections and education work around Brunel and engineering.

In addition to the Trust's own Brunel collection, the University of Bristol under the new collaboration has moved their Brunel materials to the Brunel Institute on long term loan, as has the Clifton Suspension Bridge Trust. The three collections together form the National Brunel Archive.

Acquisitions

This year the Trust acquired a number of significant items relating to I.K. Brunel. The objects came from the personal papers of Benjamin and Sophua Hawes, Brunel's sister and brother-in-law. A last minute grant from The PRISM Fund contributed to the cost of the objects enabling the Trust to purchase them.

The purchase included an engraved miniature of Sir Marc Brunel, a photograph of I.K. Brunel dated to 1857, a pen and ink drawing of the opening of the Thames Tunnel, attributed to Sir Marc, and four drawings by Isambard, dated 1812 when he was aged six. The acquisition included a selection of letters, with notable ones from both Queen Victoria and Gladstone to Sir Marc, as well as letters from Michael Faraday to Sir Marc. The latter shed light on both Sir Marc and Isambard Brunel's imaginative approach to solving engineering problems.

Two other acquisitions were made by the Trust during the year. The first was generously donated to the ship by a recycling officer, who found a page from the ship's log as he went through a pile of discarded papers. The second was a carte de visite of the ship, inscribed on the back: 'To Capt Gray, “King” Of Great Britain'. This small item underlines Captain Gray's position as the most colourful and compelling of the ship's captains.

All these acquisitions are now accessioned, catalogued and safely stored in the Archive where they are accessible to all.
The ss Great Britain welcomes a wide range of visitors each year, including day and return visitors, schools and groups.

Each group has differing needs, but market research shows that an overwhelming 99% of the visits to Brunel's ss Great Britain are enjoyable and fun and that the visitor leaves having had a very positive experience.

Throughout 2010, work continued apace on bringing the dockyard to life with piles of luggage, provisions and livestock ready for loading on board. The Technical Services team worked closely with those on the Community Payback Scheme to create and refurbish trucks, trolleys and crates, creating a busy feeling within the dockyard. Other interpretation work included the refurbishment of the replica Trotman anchor, now mounted on blocks on the fo’c’sle with a messenger rope and sound effects for added impact.

Additional Activities for Visitors

In holiday periods, the Trust regularly supplements the visitor experience with a range of educational and entertaining activities. During the Harbour Festival weekend in July, the Trust created a fairground ambiance in the area just outside the gates, with steam gallopers, a tombola and stilt walkers as well as knot and rope demonstrations given by Des Pawson of the Museum of Knots and Sailors' Ropework Museum.

In August, the Crimean War re-enactors returned to camp in the Riggers' Yard who are always hugely popular with visitors, giving them a taste of a living, working camp that brings the site to life. The highlight of the day is usually a very loud salvo of eight to ten rifles being fired simultaneously.

Each year the Education team devises a new range of fun activities for visitors. In 2010, these included the launch of a number of new family trails and the introduction of storytelling for pre-school children. ‘The Incredible Journey’ family trail for older children was in the style of a 1970s comic, encouraging younger visitors to work out how the ship was salvaged and over 7,000 copies were given out during the summer holidays. The ‘Titchy Tails’ trails for younger children, entailed them looking for the Captain’s ducks around the site. The ‘Sea Hear’ storytelling extended the Trust’s education provision to pre-school children. The inspiring stories of the ship and the sea are created and told by Sarah Mooney. The sessions, held in the Brunel Institute, are free of charge.
This year, the Education department welcomed over 3,000 children to workshops at the ship, an increase on the previous year. As part of the Trust’s commitment to promoting science, technology, engineering and maths, The Lloyd’s Register Educational Trust has supported a new Brunel Badge scheme, meaning that all existing workshops became cross curricular, by including a science element in keeping with the existing workshop theme. At the end of the workshop, each child is awarded an enamel Brunel badge and a completion certificate.

**Engaging With The Wider Community**

The enhancement of public knowledge about the ship is a key part of the Trust’s mission and the Trust has made significant progress in taking the ship out to the community. One of the initiatives this year was the Brunel Badge Loan Boxes. These are free of charge and are available to informal education groups such as Scouts, Brownies and after school clubs. Each box has activities designed to meet specific informal learning objectives and to be quite different to conventional classroom learning. Upon completion of each activity every child is awarded the relevant Brunel badge and matching certificate.

A collaboration between the Trust and The Royal Society to mark the Society’s 350th anniversary led to the ‘Could It Be Magic?’ show. Based on Arthur C. Clarke’s Third Law, it uses a real magician to baffle the audience then unravels the mystery of the magic. This was hugely popular and was performed in 12 secondary schools and five primary schools, reaching approximately 3,000 children.

The volunteer speaker programme has gained new recruits this year, with speakers increasingly in demand. Community groups are able to book a speaker to tell them about the ship and her history. The Trust is reviewing the programme with a view to extending it.

New visitors this year include those using the David MacGregor Library. Since the Library opened in October, 67 people have been registered as visitors. Many are simply curious to see the space and explore the material, whilst others are researchers with more specific goals in mind. The Library has an “access for all” policy and the Trust anticipates that the number of visitors will increase significantly over the coming years.

**Event Visitors**

The Trust welcomed over 9,000 event visitors to the site in 2010 and their feedback is as positive as that of the day visitors. The majority of functions were held on board the ship, but in December the Brunel Institute function spaces became available. The first conference to be held in the Viridor Theatre was the South West Maritime History conference, followed by a very successful United Kingdom Maritime Heritage Forum (UKMHF) in December and as a member of the Forum the Trust hosted the event. The combination of venues on board the historic ship and modern conference facilities gives the Trust an exciting range of educational and commercial spaces to offer to the events market.
Core to the project was the recording of the memories of those involved with the salvage and those who witnessed the ship’s ‘homecoming’ in 1970.

Following the distribution of memory collection cards and boxes to community centres and libraries throughout Bristol, members of the public recorded their memories of the ship’s return and posted them into the boxes for collection. Over 300 completed cards are now a part of the Trust’s archive. The Trust’s staff and volunteers sought out people who had a close connection with the salvage and return of the ship and interviewed them about their experiences. For many, the recalling and recording of the salvage memories was profoundly moving.

‘The Incredible Journey’ exhibition opened in July 2010, using material gathered from the memory collection cards as well as images from the archive. Alongside the exhibition, the Trust worked with the School of Animation from the University of the West of England (UWE) which produced a 12-minute animated film of the ship’s salvage and return. The orange and brown exhibition design palette reflected the 1970s theme and space hoppers were available to visitors for a fun trip down memory lane.

The 40th anniversary was supported by the highly successful ‘Let’s Celebrate’ marketing and publicity campaign. This featured a dancing Brunel in the style of John Travolta in the 1970s film Saturday Night Fever. The innovative design was used for a variety of signage and ‘giveaways’ including beer mats and fridge magnets.

At the end of 2010, the Trust published ‘The Incredible Journey – The ss Great Britain Story 1970-2010’ by Chris Young. This publication, commissioned by the Trust, records the ship’s story over the last 40 years and her transformation from ‘rusting hulk’ to award-winning museum. Sales of the book have been steady and it has been very well received by the Trust, its members and the general public.
The Trust is managed on a day-to-day basis by the Director and Chief Executive who reports to the Board of Trustees. The Board is made up of 12 Trustees who decide the strategic direction of the Trust. The Board is supported by, and the members are part of, the 40-strong Advisory Ship’s Council. This is an annual forum intended to help progress the Trust’s aims and which enables Trustees to call upon a broad range of experience.

In 2010 the Board of Trustees’ focus was the delivery within budget of the Visitor Centre and the Brunel Institute. Despite bad weather and water ingress delaying the handover, the Visitor Centre was opened to great acclaim in June 2010. This was followed by the ‘soft launch’ of the Brunel Institute in October 2010 and the official opening in November.

In monetary terms, the Trust was pleased to note that the value of the ss Great Britain’s Endowment Trust has now recovered after the drop in the markets in 2009.

Over the past two years, changes have been made by the Board of Trustees to the schedule of Board meetings during the year. The result is that the Trust now has six meetings a year. This has been reduced from 12 meetings, making it less onerous for both Trustees and staff, whilst ensuring that good governance is maintained.

A new five-year strategic plan (2011-2016) was drafted in preliminary form and presented to the Advisory Ship’s Council in November. The new plan builds on the success of the previous plan and plots the direction of the Trust over the next five years. The plan is expected to be completed and adopted in the summer of 2011. With the opening of its new facilities this new plan comes at an opportune time, helping the Trust to identify how it can continue confidently into the future.

There were a number of changes to the Board of Trustees in 2011. Janet Brinnand was elected as Co Vice Chair in April 2010. Two new Trustees were co-opted to the Board in 2010: Grant Watson in April and Chris Booy OBE in November. Grant Watson was then elected at the AGM in June 2010.

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Opposite page: The Visitor Centre with the stern of the ss Great Britain in the background. Image: David Notton
The Dockyard Museum, opened in 2005, now requires improvements to its environmental conditions, to bring it up to a recognised conservation standard. As part of on-going dockyard dressing and conservation work, the Scotch Derrick crane is due to be worked on in 2011.

Work also continues on the David MacGregor Collection. 35,000 postcards and the ship plans will be digitised and accessioned. This is an important piece of work, particularly as the ship plans are in demand with maritime modellers.

An ongoing priority, when and where possible, is the acquisition of more Brunel-related items, ship passenger memorabilia and maritime books for the library.

The Education team will be launching two new programmes in 2011. The ‘Future Brunels’ programme is being run over a five-year period in conjunction with four Bristol secondary schools with the intention of inspiring a greater take-up of science, technology, engineering and maths. The ‘Golden Ticket’ programme will assist schools in less affluent areas to visit the ship and every child on the school visit will be given a ticket so that they can return with their families. The programmes are being generously supported by The Lloyd’s Register Educational Trust and the Society of Merchant Venturers.

The development of the North Range, on the starboard side of the ship, is a key project for the Trust. The building has the potential to provide more educational space, a new staff and volunteer mess room and an area that may showcase hot-craft work associated with shipbuilding.

The optimisation of energy efficiency across the organisation, particularly with regard to the running of the dehumidification plant is still a key aim, in line with the Trust’s desire to adopt ever more sustainable practices.

Increasing consideration will be given to digital and social marketing. As these media increase in popularity they can offer support to and supplement the Trust’s traditional marketing activities.

The intense activity and achievements of 2010 give the Trust an ideal foundation on which to build for the future.

**FUTURE PLANS**
The Trust has had another very successful year with day membership visitor numbers reaching 168,594 compared to 155,921 in 2009. One contributing factor to the greatly enhanced visitor numbers was the publicity and marketing campaign for the 40th anniversary celebrations.

Retail
This was an exciting year with significant changes taking place. The new Visitor Centre gave the Visitor Services team a bespoke space designed to the Trust’s requirements. New ranges of products were successfully introduced and there has been a big increase in book sales. The combined ticket area and shop have proved an outstanding success with staff, volunteers and visitors. It is brighter, warmer and actively encourages visitors to browse and buy, making a significant impact on retail sales, which are up on last year by 10.5%.

Dockyard Café
The Café had an excellent 2010. The focus was to reduce queues and improve the speed of service at peak times. The former was achieved by changing the Café entrance, counter layout and queuing direction. A kiosk was built in the former entrance lobby so that drinks, ice creams and snacks could be sold at peak times.

Events & Venue Hire
The Events department has performed well this year, with added events spaces in the newly completed Brunel Institute. Last year 139 events were held on site with guests totalling 9,719. Of these, 35% were private functions and 65% were corporate, including 19 conferences with an average number of 30 delegates. The Trust hopes that the opening of the new Viridor Theatre in the Brunel Institute will enable it to attract larger conferences in the future.

The Trust’s many activities are supported by income generated from day membership visitors, retail and commercial activities, development and marketing as well as generous donations from the Trust’s members and supporters.
Volunteers

The Trust benefits hugely from the many volunteers who offer their time, skills and expertise to a variety of departments: now including Visitor Services, Marketing, Technical Services, Museum and Educational Services and Fundraising. The number of volunteers has expanded significantly, reaching 100 during the year.

In 2010, the Trust’s Volunteer and Training Manager, Julia Hill, recruited a team of 18 Library volunteers, primarily to greet visitors and assist them in finding a book or an item in the Archive. Prior to the Library opening, they assisted with cleaning and cataloguing books and will continue to assist with collection work when the Library is quiet.

Volunteers were a key component in the undertaking of ‘The Incredible Journey’ interviews during the oral history project relating to the ship’s Salvage. Volunteers also gave very popular ‘Salvage Talks’ on site over the summer period.

The contribution of the Trust’s Formal Education Volunteers was recognised by the Marsh Trust Award for Heritage Education in the South West. A group of volunteers travelled to collect the award during a ceremony at The British Museum.

Members

In the final year of the Brunel Institute Founders’ Campaign, the Trust received an overwhelmingly positive response to the Public Appeal in support of the David MacGregor Library, publicised through the Bristol Evening Post. Together, members and supporters provided approximately £40,000, exceeding the target of £35,000.

In conjunction with the recently re-launched membership programme, the Trust has developed a new publication for members and supporters. The Great Britain Gazette is a high-quality magazine which aims to provide readers with a greater insight into the ss Great Britain and her history, the Trust’s extraordinary collections, and the ongoing work of the Trust to promote engineering, science, technology, and maritime history. The magazine has been enthusiastically received by its readers.

Development

The Brunel Institute Founders’ Campaign was successfully completed this year. The capital requirement, to complete the construction and fit-out of the Brunel Institute, was secured and the Development Team made great strides towards securing the five-year running costs of the Institute.

Major new grants from The Lloyd’s Register Educational Trust, Ernest Fairbairn Foundation, Society of Merchant Venturers, Royal Commission for the Exhibition of 1851, National Manuscript Conservation Trust and the University of Bristol were received to support educational initiatives and conservation activities delivered within the Brunel Institute.

Corporate Supporters

Local and regional businesses provide vital funding for much of the Trust’s work. This year, the Trust launched two new programmes for corporate leaders that has led to exciting new partnerships with others. The first programme is the enhanced Corporate Partnership Scheme, which offers opportunities for businesses to gain rewards for their staff and discounts on the use of the Trust’s private hire spaces.

The second is the Brunel Institute Corporate Academy, which directly supports the educational initiatives being delivered from the Brunel Institute. This programme is more philanthropic and staff from the companies involved will contribute valuable expertise and resources to the educational programmes, as they promote science, technology, and engineering and identify future engineers.

Marketing

The ‘Let’s Celebrate’ marketing and public relations campaign, which supported the 40th anniversary celebrations, with its eye-catching 1970-style ‘dancing Brunel’, helped to achieve an 8% increase in visitors and reached the finals of the Chartered Institute of Public Relations CIPR PRide Awards 2010 and the Chartered Institute of Marketing’s CIM Excellence Awards 2010. It has also been shortlisted in the ‘Museums & Heritage Awards for Excellence 2011, Marketing Campaign’.

The media coverage for the celebration of the ship’s salvage ranged across local and national publications, television and radio and included coverage on the BBC news website homepage, BBC One, BBC 4’s Broadcasting House and a 30-minute documentary on BBC Points West devoted to the salvage. In addition to this high profile media coverage, the Trust’s ‘Gert Lush Street Team’, supported by ‘Mr Brunel’, attended 40 events in and around Bristol, delivering eight workshops in the John Lewis department store during key seasonal periods.

SUPPORTERS

Left to right: Mr. Brunel and the Street Teams participating in Bristol’s Biggest Bike Ride in June 2010. The first edition of the newly launched The Great Britain Gazette for Members. Visitors enjoying coffee and cake outside the Dockyard Café. Images: Paul Blakemore
FIGURES & TREASURER’S REPORT

Unrestricted funds, which are mainly income and expenditure from the operation of the ship as a visitor attraction, showed a surplus for the year of £124k (last year £280k). Visitor numbers were excellent resulting in an increase of £254k in day membership income. This increase in income enabled the Trust to increase its charitable activities by £403k compared to last year, mainly in the areas of conservation, maintenance, curatorial and education.

The substantial increase in Restricted Funds in the year reflect the success of fundraising, mainly for the Brunel Institute, which provided income of £1,521k (last year £500k).

The Endowment Fund provided a net income to the Trust of £109k (last year £105k). The capital value of the Fund increased by £355k increasing its value to £3,847k at 31st January 2011.

The Trust achieved total net incoming resources of £1,215k for the year (last year £715k).

John Hollingdale Hon Treasurer
5th May 2011

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<tr>
<th>CHARITABLE ACTIVITY EXPENDITURE 2010/11 (RESTRICTED AND UNRESTRICTED)</th>
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<td>Brunel Institute 8.33%</td>
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<td>Day membership &amp; advertising 11.72%</td>
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## Figures

### Consolidated Statement of Financial Activities (including income and expenditure)

#### Year ended 31st January 2011

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<tr>
<th></th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
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<td>1,374</td>
</tr>
<tr>
<td>Members’ covenants and subscriptions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>25</td>
</tr>
<tr>
<td>Income from land transactions</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total incoming resources</strong></td>
<td>3,160</td>
<td>1,523</td>
<td>126</td>
<td>4,809</td>
<td>3,473</td>
</tr>
</tbody>
</table>

| **Resources expended** | | | | | |
| ss Great Britain Trading Limited | 1,294 | - | 1,294 | 1,135 |
| Fundraising and communications | 42    | 60 | -    | 102 | 67 |
| Investment management fees | -   | - | 17   | 17 | 15 |
| Conservation and maintenance | 827  | 294 | - | 1,121 | 973 |
| Curatorial and education | 359  | 471 | - | 830 | 600 |
| Brunel Institute | 146  | 71 | - | 217 | 238 |
| Day membership and advertising | 345 | - | - | 345 | 267 |
| Governance costs | 23   | - | - | 23 | 26 |
| **Total resources expended** | 3,036 | 896 | 17 | 3,949 | 3,321 |

| **Net incoming resources – net income for the year before transfers** | 124 | 627 | 109 | 860 | 152 |
| **Transfers between funds** | (109) | - | - | - | - |
| **Net incoming resources before other gains and losses** | 124 | 627 | 109 | 860 | 152 |
| **Other gains and losses** | 233 | 627 | - | 860 | 152 |
| **Gains on investment assets** | 355 | 355 | - | 610 | 610 |
| **Net incoming resources for the year** | 2,823 | 9,556 | 3,492 | 15,871 | 15,156 |
| **Total funds brought forward** | 3,056 | 10,183 | 3,847 | 17,086 | 15,871 |

### Group balance sheet as at 31st January 2011

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Total 2010/11</th>
<th>Total 2009/10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets and liabilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intangible fixed assets</td>
<td>2,005</td>
<td>9,970</td>
<td>-</td>
<td>11,975</td>
<td>9,556</td>
</tr>
<tr>
<td>Tangible fixed assets</td>
<td>-</td>
<td>-</td>
<td>3,847</td>
<td>3,847</td>
<td>3,492</td>
</tr>
<tr>
<td>Investments</td>
<td>1,462</td>
<td>213</td>
<td>-</td>
<td>1,675</td>
<td>1,780</td>
</tr>
<tr>
<td>Current assets</td>
<td>411</td>
<td>(411)</td>
<td>(240)</td>
<td>(240)</td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net assets</strong></td>
<td>3,056</td>
<td>10,183</td>
<td>3,847</td>
<td>17,086</td>
<td>15,871</td>
</tr>
<tr>
<td><strong>Total funds</strong></td>
<td>3,056</td>
<td>10,183</td>
<td>3,847</td>
<td>17,086</td>
<td>15,871</td>
</tr>
</tbody>
</table>

### Trustees’ statement

This summary financial statement is only a summary of information derived from the Trust’s statutory financial statements and does not contain sufficient information for a full understanding of the financial affairs of the Trust. A full copy of the Trustees’ Report and Financial Statements is available from the ss Great Britain Trust on request.

The auditor has issued unqualified reports on the full annual financial statements and on the consistency of the trustees’ report with those financial statements. Their report on the full annual financial statements contained no statement under sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the Trust’s full annual financial statements describes the basis of our opinion on those financial statements.

We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial statement.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (9 May 2011) and the date of this statement.

Bishop Fleming
Chartered Accountants and Statutory Auditors Bristol
9th May 2010
THE ss GREAT BRITAIN TRUST

Patron
HRH The Duke of York KCVO ADC

Vice Presidents

Board of Trustees

Chairman
Colin Green CBE

Co Vice Chairmen
Janet Brinnand
Martyn Heighton

Hon. Treasurer
John Hollingdale FCA

Members
Chris Booy OBE (co-opted November 10)
Edward Cooke
Dr Helen Doe
Dr Jo Gipps OBE
Malcolm Lewis
Cara MacMahon
Dr Campbell McMurray OBE
Grant Watson (co-opted April 10; elected June 10)

The ss Great Britain Trust is grateful for all the support it receives from its members, from individuals, companies, trusts and foundations and for grants through the Landfill Communities Fund. We would like to thank the following in particular for their generous donations and pledges of support during the year ended 31st January 2011:

Mr John Baker
Biffaward
BMT Defence Services Ltd
The late Mr KC Bond
Clive Richards Charity
John Coates Charitable Trust
Mr Ray RJ Daniels
Mr Jeremy Dunn
Mrs Violet Laves
Esme Fairbairn Foundation
Fishmongers’ Company
Foyle Foundation
Heritage Lottery Fund
The late Mr Peter Hinchcliffe
Inchcape Foundation
Institute of Physics Publishing
John Lewis Partnership plc
Leathellers’ Company
Charitable Fund
Linden Homes Western Ltd
The Lloyds Register
Educational Trust
National Manuscript
Conservation Trust
PRISM Fund
Royal Commission for the
Exhibition of 1851
Sammermar Trust
Society of Merchant Venturers
Stannah
Swire Charitable Trust
The late Mr Adrian Tucker
University of Bristol
Visidor Credits Environmental
Company
Mr William Wilberforce
Wolfson Foundation