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.
2011 was another highly successful year for the Trust. The highlight was undoubtedly the visit by our Patron, HRH The Duke of York on the 18th October. Prince Andrew came to see for himself the Brunel Institute having hosted the official launch of the fundraising campaign at St James’ Palace on the 13th May 2008 at which he first proposed the idea of the National Brunel Centre of Excellence at the ss Great Britain. He was clearly enthused by what he saw and was delighted to meet and talk to the first cohort of ‘Future Brunels’ who, at the time, were building a bridge from chocolate bars.

The Brunel Institute has more than met our expectations. The facilities have allowed us, for the first time, to really present our collections to the public, provide first class research and conservation areas as well as an outstanding library and study space, a conference centre and a world class visitor centre and shop. These, and the funding from the Lloyds Register Educational Trust and the Society of Merchant Venturers in particular, has enabled us to expand our educational and out-reach activities. A good example is the “Archive in Five” programme. The curatorial staff and volunteers select an item from the collection, put it on display in the library and open the doors to visitors to come and listen to a five-minute talk explaining the historical significance of the artefact. This “connects” the archive to the visitor experience and has so far attracted more than 300 visitors per month. Our partnership with the University of Bristol has enabled us to secure research funding for two PhD students, looking at the societal impact of the ss Great Britain both as a sea-going vessel, afterwards in the Falkland Islands and since her return to the UK.

The new Galley interpretation was well received and gave us the confidence to go one stage further for the Dining Saloon. Work to control and manage the inevitable water ingress to the Dry Dock has been successfully completed. As well as improving the visitor environment this will also help us reduce energy consumption and improve our environmental impact. Modification and repair to the engine has restored it to daily operation. Additions and reinterpretations of the dockside dressing continue to help re-create the contemporary atmosphere of the ship about to embark on a transcontinental voyage.

We made a number of important additions to the ss Great Britain Collection including an evocative contemporary portrait of the ship leaving Liverpool, by Thomas Hustwick, originally commissioned by Gibbs & Co, then owners of the ss Great Britain, and a beautifully-engraved intact nautilus shell by C.H.Wood showing the ss Great Eastern and bearing the name of Nicholas Prowse, who was First Mate on the vessel at the time of her launch and sea-trials. It was donated to the Trust by his descendant following a visit made to the Brunel Institute.

The Trust continues to secure a number of national and regional awards. Notably different ones this year were the Business of the Year Award from the Bristol Evening Post and two national “Loo of the Year” awards. Recognition such as this is important not only for the attendant publicity but also as a tangible recognition of the skill, dedication and hard work of the staff and volunteers alike, without whom nothing of significance would be achieved and to whom we remain immensely grateful.

We have completed our next Five Year Plan, which will build on what we have achieved so far and see the expansion of our Brunel related activity, our educational, academic and conservation activities and the continued development of our interpretative representations of life aboard the ss Great Britain. Ownership and responsibility for maintenance and operation of the Matthew replica, which has always been somewhat peripheral to the Charitable Objects of the Trust has accordingly been transferred to a new independent body, The Matthew of Bristol Trust, which was separately established specifically for this purpose.

The simplification of the governance structure has enabled us to modernise and expand the membership structure with consequent growth in regular income.

We welcome Peaches Golding OBE as a new Trustee and congratulate Grant Watson on his award of an OBE in the Queen’s Birthday Honours list. Janet Brinnand, who has provided exceptional service as a Trustee for seven years, the last two as Vice-Chairman, stands down in June. She will join the Advisory Ship’s Council and remains a Guarantor and will continue thereby to provide advice and support to the Trust.

Finally and most importantly, I’d like to thank the membership for their continued support and enthusiasm.
The acquisition at auction of a ship portrait by the renowned maritime artist Francis Hustwick of the ss Great Britain off Liverpool.

The ship’s historic Galley has been brought alive by a singing chef, an animatronic cat, rats running through cupboards, boiling pans, Victorian food and stacks of dirty plates. The new interpretation has proved very popular with visitors.

An official visit by the Trust’s patron, HRH The Duke of York in October. The Duke visited the Brunel Institute and met schoolchildren from the Trust’s ‘Future Brunels’ programme.

A total of 178,195 ship and event visitors in 2011 maintaining the exceptionally high numbers of 2010.

The Café team added an ice cream trailer as an additional outlet for the award-winning Marshfield ice creams. It was very successful and thanks to the mild weather, the selling period was extended to the end of the October half term.

A ship’s historic Galley has been brought alive by a singing chef, an animatronic cat, rats running through cupboards, boiling pans, Victorian food and stacks of dirty plates. The new interpretation has proved very popular with visitors.

Visitor Services staff and volunteers were named as the 2011 Bristol Tourism and Hospitality Awards ‘Team of the Year’, demonstrating the Trust’s commitment to customer service.

The ship’s new Victorian-style toilets were awarded the 2011 ‘Loo of the Year’ for the Heritage Section. The Trust also received silver for the four-star ‘Loo of the Year’ across all categories.

The Café team added an ice cream trailer as an additional outlet for the award-winning Marshfield ice creams. It was very successful and thanks to the mild weather, the selling period was extended to the end of the October half term.

Brunel’s ss Great Britain was awarded the highest rating of three stars (equal to the Tower of London) in the 2012 edition of the influential Michelin Travel Guide.

Visitor Services staff and volunteers were named as the 2011 Bristol Tourism and Hospitality Awards ‘Team of the Year’, demonstrating the Trust’s commitment to customer service.

Brunel’s ss Great Britain won an ‘Outstanding Contribution to Bristol Tourism and Hospitality Market Award’ at the Bristol Tourism and Hospitality Awards 2011.

Brunel’s ss Great Britain won ‘Business of the Year’ awarded by the Bristol Evening Post after beating stiff competition from technology firm Mubaloo and Bristol International Airport.

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The Ship and Dockyard

The Trust continues its commitment to refreshing interpretation on board the ship. This year has seen the redevelopment of the historic Galley, the bread oven, and meat and food stores, including an animatronic cat, a singing chef, rattling pans and virtual rats scurrying along the shelves.

The ship’s toilets were also refurbished in a Victorian style which was so successful that it won the Heritage category of the “Loo of the Year” award... something that the Trust has aspired to for a number of years!

The Trust is acutely aware of the importance of controlling the environment surrounding the ship and this year, work has been undertaken to monitor and improve the conditions in the Dry Dock. Cardiff University approached the Trust in March to undertake a study of heritage iron conservation. This research will identify and test new strategies for managing the preservation of heritage iron through ‘corrosion control’. The study will take into account preservation costs and the carbon footprint of environmental control systems.
The Technical Services team has continued not only to do sterling work on maintaining the site, but also making a significant contribution to the team developing the interpretation. As well as being involved in the historic Galley project, including the creation of Victorian delicacies, the team has continued to add to the superb dockyard dressing, supported by the Community Payback team which has a workshop on site.

Further work on the dockyard included the conservation and restoration of the Scotch Derrick crane by Eura Conservation Limited – a company which has worked with the Trust over many years. The crane dates from the 1920s and was originally used to load items onto the ship or to lower them into the Dry Dock.

On a more prosaic level, the team’s waste removal and recycling facilities have been reviewed and improved.

The Scotch Derrick being conserved. A portrait of ss Great Britain in the River Mersey by the renowned maritime artist, Francis Hustwick, was bought at auction. The Trust was delighted to receive the donation of a superb C.H.Wood engraved Nautilus shell after a group had visited Brunel’s ss Great Britain. The shell, originally owned by the First Mate on the ss Great Eastern, Nicholas Prowse, depicts the ss Great Eastern and the detail on the shell is of an excellent quality. Smaller acquisitions included stereoscopic images of Brunel and the ss Great Eastern and a letter written by a passenger sharing a voyage on the ss Great Western with a selection of circus animals.

The Brunel Institute
The Trust continues to add to the collection and is continually looking for new ways to share it with the public. 2011 has seen significant strides being made in collection care and in the documentation and cataloguing of the collection. All 7,398 ship plans have now been moved into the Conservation Suite and put on an inventory, a significant step towards their digitisation and public accessibility. Staff and the volunteers completed the cataloguing of library books and began work on the documentation of the David MacGregor papers.

A selection of passenger ship models from a collection of 250 on loan from one of the Trust members, were displayed in the Kirby Laing room, in the Brunel Institute in autumn 2011. One of the models, the Thermopylae, was built from one of David MacGregor’s ship plans. A number of David MacGregor’s ship models are also on display.

In August the Trust launched ‘Archive in Five’, a regular slot over the lunch hour when the door to the Brunel Institute is open and visitors are actively encouraged to come and view a particular object from the collection. This programme has been well received by over 1,200 people who have visited since it began in August.

The Trust has been pleased to welcome two Collaborative Doctoral Awards students studying for a PHD as part of the partnership with the University of Bristol. The research undertaken by the students covers a large part of the ship’s history; the Steamship in Motion, ss Great Britain from 1843-46 and The Steamship in Stasis, 1887 to the Present Day with a particular focus on the ship’s period in the Falklands. They relate directly to the Trust’s collection and will help to inform future interpretation. The students are funded by the Arts and Humanities Research Council (AHRC).

Clockwise from top: The Technical Services team at work. The Scotch Derrick being conserved. A portrait of ss Great Britain by the maritime artist, Francis Hustwick. The Technical Services team sitting on a cart made in cooperation with offenders under the Community Payback Scheme. Below: A sketchbook belonging to I.K.Brunel, showing sketches of ss Great Eastern.

Images: Paul Blakemore, University of Bristol Brunel Collection, Brunel Institute

The ss Great Eastern engraved on a Nautilus shell by C. H. Wood Image: Simon Dolling
Visitors to Brunel’s ss Great Britain are many and varied, including such diverse groups as wedding guests, schoolchildren, pre-school children, Brownies and Cub Packs.

The feedback and response to Brunel’s ss Great Britain and on-site activities is overwhelmingly positive and has enabled the Trust to build on its past successes.

Technical Services has continued to create the impression of a working Dockyard setting around the ship, including the addition of four wooden carts – built in partnership with the Avon Community Payback team. A replica bonded store was created on the north side of the dock, the Riggers’ Yard picnic area was improved with a new timber fence and the harbour wall was upgraded and repaired.

Additional Activities for Visitors

The Trust regularly plans free activities for visitors of all ages. These activities enhance the visitor experience and contribute to its recognised excellent value for money.

This year, Brunel’s ss Great Britain welcomed two groups of re-enactors: ‘The Rapscallions’, a period troupe who involve visitors in 19th century life, picking fights with visitors and involving them in Victorian games. This brought the ship and dockyard to life, giving visitors an insight into the stark reality of Victorian life. The Crimean War soldier re-enactors returned to the ship again in August, giving visitors a taste of military life. Both groups were hugely popular.

The Victorian surgeon also visited during the year armed with his gory set of Victorian medical instruments and his trusty leech, Isambard, much to the delight of some of the younger visitors.

The theme for 2011 was food. Alongside the re-interpretation of the Galley, the Education team developed a number of trails including ‘The Floating Cook’s Recipe Book’ (for children aged seven to 11) and The Captain’s Table Trails (for under-sevens). The take up for these trails was high: 6,000 and 9,500 respectively since Easter 2011. The Education team also ran ‘I’m a First Class Passenger Get Me Out of Here’ which gave visitors the opportunity to taste food that would have been served in the First Class Dining Saloon including tripe, carrot jam, bread soup and mock crab. This activity was attended by 500 visitors over a three-day period, with some dishes proving more popular than others! During February half term and the summer holidays, The ‘Gruesome Greens’ storytelling and food-themed games in the Galley proved popular with visitors.
Storytelling continues to expand, with the monthly ‘Sea Hear’ sessions for pre-school children attracting 465 visitors in 2011. An addition to the storytelling portfolio was ‘Frightful Festive Fables’ which entertained 94 people over a winter weekend. During the Harbour Festival weekend, ‘Brunel Square’ was filled with the sound of live music from a number of local bands and stalls for local charities and maritime groups. Aardman Animation contributed by sending along ‘Wallace & Gromit’ and the Bloodhound Super Sonic Car team opened up their offices, allowing the public to visit the 1,000 mph ‘rocket’ vehicle. This Harbour Festival gave Brunel’s ss Great Britain a chance to engage with the local community and to showcase some of its activities to a new audience. It was the most successfully attended yet and provides a good foundation for further improvements in 2012.

The ‘Future Brunels’ programme aims to engage children in science, technology, engineering and maths through unusual activities that take place outside the school environment, inspiring them to become the Brunels of the 21st century. The first cohort of 12, selected from four local secondary schools, was welcomed to the Trust in September. The first year has concentrated on the polymath model – the integration of arts and sciences – championed by Isambard Kingdom Brunel. The children have made pinhole cameras and used traditional film photography to take black and white photographs of the ship before developing them in the dark rooms at the University of the West of England (UWE). The Trust is currently working on the 2012 selection of ‘Future Brunels’ in conjunction with Rolls-Royce.

The Trust’s ‘Brunel Badge’ workshops continue to run at capacity and this year almost 6,000 children attended workshops. The Education team has been reviewing workshop content and redesigned the Passenger Investigation workshop in order to introduce a range of new passengers, including one who journeyed on the ss Great Britain on her final voyage in 1970. The workshop now includes an increased element of scientific investigation. The Education team plans to redevelop the Key Stage 3 workshop ‘Salvaged’ (children aged 11 to 14) and create a version suitable for Key Stage 2 children (aged seven to 11).

Engaging With The Wider Community

The ‘Golden Ticket’ programme was launched this year, supported by the Society of Merchant Venturers and The Lloyd’s Register Educational Trust, to help reduce perceived barriers to school visits from educationally deprived areas. School participation has been positive with nine schools involved this year. Every child who visits on this programme takes home a complimentary family ticket, the ‘Golden Ticket’, enabling their family to return for a day visit. The number of tickets being redeemed started slowly with 78 tickets, providing free entry for a total of 330 visitors, a number which is set to grow as the programme rolls out.

The ‘Brunel Badge Loan Box’ scheme was very successful. Each box contains an activity, such as making a rocket, and can be borrowed free of charge by community groups, Cubs and Brownies. The scheme has proved so popular that it will be expanded to a national level, with the addition of a fourth loan box activity supported by The Lloyd’s Register Educational Trust. This year loan boxes were used 54 times and more than 1,500 children took part in the scheme. Its popularity can be attributed to the fact that the boxes are attractive, exciting and free, and that they include everything needed for an enjoyable and educational activity.

The ss Great Britain Talks programme continues to grow and gain in popularity and has seen a number of changes this year. A flyer advertising the talks has been produced, bookings have increased and the recruitment and training of speakers has been reviewed and revised in order to continue to improve quality. Six new volunteers have been recruited and the Trust has had bookings from as far afield as Hull and Guernsey. The long-term aim, supported by its funders, the Heritage Lottery Fund and The Lloyd’s Register Educational Trust, is to expand the programme nationally.
During 2011, the Trust reviewed its membership scheme. A key change to the Trust's Articles involved separating the membership of the Trust from the legal obligations of being a Guarantor of the SS Great Britain Trust Limited. The Trust now has 40 legal Guarantors including the 12 Members of the Board of Trustees. Those Members who chose not to be Guarantors continue to support the Trust and have remained as Members.

A new five-year strategic plan (2011-2016) was agreed by the Board of Trustees and is being implemented across the organisation. The first objective is to increase member and visitor numbers. The intention is to extend visitor ‘dwell’ time on site in order to increase the visitor spend per head and, as a consequence, the Trust’s overall revenue. The second is for the Trust to place a greater emphasis on the I.K.Brunel connection, through the study of his life and works. The third is to further develop the Trust’s informal and formal education programmes.

A highlight for the Trust was a private visit in October by its Patron, HRH The Duke of York KG. The Duke of York spent a morning viewing the Brunel Institute and its facilities. He met members of staff and volunteers, as well as the children participating in the ‘Future Brunels’ programme. The ‘Future Brunels’ were attending an activity day which involved investigating the structural properties of bridges using chocolate, discovering the thermal properties of materials, and using a film camera to take photos of the ship and site.

Another proud moment for the Trust was being honoured with an ‘Outstanding Contribution to Bristol Tourism and Hospitality Market Award’ at the Bristol Tourism and Hospitality Awards 2011. As a charity, we were also pleasantly surprised to receive the Bristol Evening Post Business of the Year award, reflecting the skill and professionalism of the team.

There have been two changes to the Board of Trustees in 2011. Edward Cooke stepped down from the Board at the end of his term and Peaches Golding OBE was co-opted to the Board in January 2012.
The interpretation team will be working on an exciting sound experience for the Dining Saloon giving visitors the illusion that they are surrounded by Victorian passengers. A rope course in the ship’s rigging is planned which will require new yards. It will give visitors a taster of a Victorian sailor’s life and an exhilarating, authentic and hands-on, experience high above the Weather Deck.

In line with the Trust’s commitment to its collection, work will be undertaken on the Dockyard Museum to improve the environmental conditions. The Trust continues to expand its activities with regard to the life and work of I.K. Brunel, as well as conserving and maintaining the ship. The digitisation of the ship plans from the David MacGregor collection will make them more accessible to visitors and available to model-makers for a small consideration.

The Trust is keen to improve upon recent successes by better understanding its audiences and customers. A number of market research projects are being undertaken so that marketing activities and interpretation can be more informed. After five years the Trust is updating its website as digital technology has changed considerably and is now a core part of the marketing activities. The new website will be more attractive, easier to navigate and more interactive.

The Trust is looking at ways to develop and improve the museum attraction, including redeveloping the North Range, the former shop. The Trust has also long hoped to improve the car park. Bristol City Council has now agreed to the Trust’s proposals to maximise spaces which will make a big difference during peak visitor times.

Since moving the retail area to the new Visitor Centre, the Visitor Services team has broadened their range of gifts, including branded foodstuffs and new clothing lines. The retail area will be stocking a new colour edition of the Ewan Corlett book ‘The Iron Ship’ as well as a newly produced Haynes Owners’ Workshop Manual of the ss Great Britain and a new photographic record of the ss Great Britain from Seaforth Publishing.

The Trust spent 2011 consolidating its activities after the intensity of 2010. This consolidation, coupled with developing the new strategic plan, has led to a wide range of plans for the coming year.
Day Membership
The Trust has had another good year with ‘Day Membership’ visitor numbers of 168,012 compared to 168,594 in 2010.

Retail
Despite the uncertain economic climate, retail sales remained strong and were ahead of budget and up on the previous year. The Visitor Services team noticed that sales of useful and practical items under a £20 price point increased and this led to the team focusing on the introduction of new lines at a lower price. The results show an increased turnover in food and confectionery and for clothing lines. Books have also proved popular and sales have increased. Christmas provided the opportunity to introduce a range of seasonal gifts, including Advent calendars, seasonal chocolates and Christmas books. These proved popular and helped to increase retail revenue during the quieter months.

Dockyard Café Bar
The Dockyard Café Bar goes from strength to strength. Sales are up significantly up on 2010 as increasing numbers opt for the Café as a place to eat. That trend is set to continue. A number of improvements were made to the café including new signage, seating and the introduction of Victorian-themed decoration. The outside seating area was extended with the addition of five new wooden tables with parasols and a very successful ice cream trailer. A free-to-use cash machine was installed in the café and is now used by visitors and local residents.

This year new equipment was installed in the kitchen, making daily operations more efficient, as well as being more cost effective and environmentally friendly. The installation of the holding oven also enabled the hugely popular ‘Brunel’s Bangers’ stall to be run at the Harbour Festival – a success café staff expect to repeat in 2012.

INCOME & SUPPORT
The Trust’s many activities are supported by income generated from visitors, retail and commercial activities, development and marketing as well as generous donations and bequests from its members and supporters.

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Events & Venue Hire
The Trust once again has had a successful year in promoting and selling venue hire space at Brunel's ss Great Britain. The number of conferences being held is increasing, as a result of the improved marketing and stunning modern facilities in the Brunel Institute which complement the historic spaces on board. After a few difficult years, as a result of the economic climate, the number of corporate and private events is increasing.

In 2011, Trust staff actively promoted venue hire to a wide range of groups across Bristol including local hotels and their staff, the ferry boat companies and events organisers. The range of events has also widened and this year included product launches, award ceremonies and international conferences.

One of the Trust's Corporate Partners, John Lewis Partnership PLC, contributed to an event for secretaries and personal assistants by running a fashion workshop.

The ship continues to be a world-class events space and client events this year included dinners for the British Antarctic Survey and Gloucestershire County Cricket Club, who held a dinner to celebrate the 150th anniversary of the first ‘All England’ cricket team’s tour of Australia.

The Trading Company administers the sales of Day Membership and gift aids the profits from its commercial activities to the Trust. This year the Gift Aid was £169,980, compared to £133,069 last year, an increase of 27.7%.

Endowment Fund
The Endowment Fund produced a net income of £113,586 which was transferred to the work of the Trust in preserving the ship. Its capital value reduced during the year through investment losses of £120,122. These were offset by a donation of £88,773 from a legacy to the Trust creating a total Endowment fund of £3,815,686 at 31 January 2012. The fall in value was in line with the fund bench mark performance.

Supporters
Volunteers
The Trust has continued to benefit from the commitment and skills of more than 100 volunteers, providing support and expertise in sixteen different roles across the organisation.

The past year has seen an increase in the number of volunteers involved in curatorial tasks and volunteers have played a particularly important part in the sorting, storage and digitisation of the Trust’s collection of 7,378 Ship Plans. A growing number of curatorial volunteers are seeking to gain skills and experience in the museum sector as part of a route to employment. Volunteers have been a great asset in the new Visitor Centre, providing information and a welcome as visitors make their way from the Visitor Centre into the dockyard. Across the Trust, the work that staff are able to achieve is significantly enhanced by the contribution made by volunteers.

Members
The Trust launched a redesigned membership scheme, with two new levels of support ‘Boatswains’ and ‘Captains’. Both have helped the Trust exceed the membership target for 2011, ending the year with a total of 890 Members. During the year, the Trust welcomed 100 Members, 15 new Life Members, 15 Boatswains and five Captains. The Trust’s Summer Appeal sought to raise £30,000 for improvements to the ship’s Grade II* listed Dry Dock which is badly affected by water seepage. The appeal raised £24,000 from members and supporters, including corporate sponsors Rio Tinto Plc. A number of funding requests are pending and the Trust anticipates that these will help meet the £30,000 target for the project as the works draw to completion.

Development
The Corlett Society was launched in March. It consists of 43 supporters and friends who have committed to safeguarding the future of the ss Great Britain by making a gift to the Trust in their Wills. These members were invited to an event at the ship to thank them for their support. The Trust receives regular enquiries about joining the Society and it is hoped that it will continue to grow.

In April, the Trust introduced the ‘Sponsor a Book’ programme which provides support for the care of the Trust’s collections in the David MacGregor Library and the Archive. More than 60 sponsors have joined the programme and more than £20,000 has been raised to date.

The Trust continues to enjoy and is very grateful for the support of principal funders, The Lloyd’s Register Educational Trust, the Heritage Lottery Fund, the Society of Merchant Venturers, The University of Bristol and the Royal Commission for the Exhibition of 1851 for its education programmes.

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Corporate Supporters
This year Airbus, GKN Aerospace PLC, Rathbone Brothers PLC, Renishaw PLC and Rolls-Royce PLC all joined as new Corporate Partners. In November, the Trust’s first Corporate Partner Family Day welcomed 750 visitors from Airbus, Renishaw PLC and Rolls-Royce PLC. Hayes Parsons Ltd and Rio Tinto PLC provided generous corporate sponsorship. The Brunel Institute Corporate Academy was launched with seven founding members: Airbus, Babcock International Group, BMT Group, Renishaw PLC, Rolls-Royce PLC, Stannah Lift Services Ltd and Wessex Water PLC. Employee volunteers from the Bristol office of the accountancy firm Deloitte donated their time to help the Technical Services team clean and repair the dockyard dressing.

Marketing
The Trust once again had widespread local, national and international media coverage including The Guardian and The Independent, the Sydney Morning Herald and Condé Nast Traveller India. The ship featured on a number of television programmes including BBC Breakfast, BBC1’s Saturday Kitchen and Channel 4’s Time Team Special. The Trust’s Marketing and PR success was recognised by being a finalist in the Chartered Institute of Marketing’s Excellence Awards and in the Chartered Institute of Public Relations Pride Awards. The Trust won the ‘Marketing Category’ in the Museums and Heritage Excellence Awards and ‘Business of the Year’ in the Bristol Evening Post Business Awards.

This year has seen an increased focus on digital marketing with nearly 2,000 daily followers on Twitter and Facebook. The Trust signed up to Trip Advisor and is now listed as the number one visitor attraction in Bristol, with the number of outstanding reviews posted about Brunel’s ss Great Britain rising dramatically. A Google grant of $10,000 per month was awarded to improve the Trust’s Google listing and website enquiries for weddings and conferences increased after an initial Google advertising campaign.

This year’s PR highlights included an ‘X Factor-style’ competition to recruit a new Mr Brunel, with online voting and a public performance, brides in a heart shape on the Weather Deck to mark the royal wedding of HRH The Duke and Duchess of Cambridge, a ‘Flash Fest’ showcasing some of the talents playing in the Trust’s Brunel Square for Bristol Harbour Festival; and the 150th anniversary in October of the first ‘All-England’ cricket team to tour Australia.
The Trust has had a successful year.

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 £165k (last year: £233k). Visitor numbers continued at the high level of the previous year which enabled the Trust to maintain its annual spend of over £2.5 million on charitable activities in the areas of conservation, maintenance, education and curating.

Fundraising in the year of £308k (2011: £1,062k) was added to Restricted funds representing the completion of the successful Brunel Institute Founders’ campaign. Depreciation of fixed assets financed by Restricted funds and the expenditure on running the Brunel Institute reduced the overall value of Restricted funds by £519k in the year (2011 increased by £627k).

The Endowment Fund provided a net income to the Trust of £114k (last year £109k). The capital value of the Fund increased by £89k by the allocation of a legacy to the Endowment Fund but realised and unrealised losses on investments of £120k (last year gains: £355k) caused the overall value to reduce by £31k in the year.

The Trust’s total net outgoing resources were £386k for the year (last year incoming resources: £1,214k). The Balance Sheet at 31st January 2012 shows a decrease in Tangible Fixed Assets of £533k as depreciation charges reduced the value of fixed assets. Cash balances of £1,552k are healthy and have enabled the Trust to increase the Reserve fund to a satisfactory level of £400k and set aside £404k for specified future projects. The Trust has no external borrowing.

John Hollingdale
Hon Treasurer
17th May 2012
### Figures

**Consolidated Statement of Financial Activities (including income and expenditure) Year ended 31st January 2012**

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted Funds</th>
<th>Restricted Funds</th>
<th>Endowment Funds</th>
<th>Total 2011/12 £000</th>
<th>Total 2010/11 £000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Incoming resources</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Legacy and grant income</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>104</td>
<td>308</td>
<td>-</td>
<td>1,479</td>
<td>1,094</td>
</tr>
<tr>
<td>ss Great Britain Trading Limited</td>
<td>1,479</td>
<td>-</td>
<td>-</td>
<td>1,479</td>
<td>1,351</td>
</tr>
<tr>
<td>Investment income</td>
<td>34</td>
<td>-</td>
<td>-</td>
<td>166</td>
<td>153</td>
</tr>
<tr>
<td>Day membership (including Gift Aid)</td>
<td>1,617</td>
<td>-</td>
<td>-</td>
<td>1,617</td>
<td>1,628</td>
</tr>
<tr>
<td>Members’ covenants and subscriptions</td>
<td>39</td>
<td>-</td>
<td>-</td>
<td>39</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total incoming resources</strong></td>
<td>3,284</td>
<td>421</td>
<td>132</td>
<td>3,837</td>
<td>4,809</td>
</tr>
<tr>
<td><strong>Resources expended</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ss Great Britain Trading Limited</td>
<td>1,415</td>
<td>-</td>
<td>-</td>
<td>1,415</td>
<td>1,294</td>
</tr>
<tr>
<td>Fundraising and communications</td>
<td>88</td>
<td>10</td>
<td>-</td>
<td>98</td>
<td>102</td>
</tr>
<tr>
<td>Investment management fees</td>
<td>-</td>
<td>18</td>
<td>-</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Conservation and maintenance</td>
<td>883</td>
<td>293</td>
<td>-</td>
<td>1,176</td>
<td>1,121</td>
</tr>
<tr>
<td>Curatorial and education</td>
<td>329</td>
<td>561</td>
<td>-</td>
<td>890</td>
<td>830</td>
</tr>
<tr>
<td>Brunel Institute</td>
<td>117</td>
<td>67</td>
<td>-</td>
<td>184</td>
<td>217</td>
</tr>
<tr>
<td><strong>Total resources expended</strong></td>
<td>3,144</td>
<td>940</td>
<td>18</td>
<td>4,102</td>
<td>3,949</td>
</tr>
<tr>
<td><strong>Net incoming resources – net income for the year before transfers</strong></td>
<td>140</td>
<td>(519)</td>
<td>114</td>
<td>(265)</td>
<td>860</td>
</tr>
<tr>
<td>Transfers between funds</td>
<td>25</td>
<td>(35)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net incoming resources before other gains and losses</strong></td>
<td>165</td>
<td>(519)</td>
<td>(89)</td>
<td>(265)</td>
<td>860</td>
</tr>
<tr>
<td>Gains on investment assets</td>
<td>-</td>
<td>(120)</td>
<td>(31)</td>
<td>(120)</td>
<td>354</td>
</tr>
<tr>
<td><strong>Net incoming resources for the year</strong></td>
<td>165</td>
<td>(519)</td>
<td>(31)</td>
<td>(385)</td>
<td>1,214</td>
</tr>
<tr>
<td><strong>Total funds brought forward</strong></td>
<td>3,056</td>
<td>10,183</td>
<td>3,847</td>
<td>17,086</td>
<td>15,872</td>
</tr>
<tr>
<td><strong>Total funds carried forward</strong></td>
<td>3,221</td>
<td>9,664</td>
<td>3,816</td>
<td>16,701</td>
<td>17,086</td>
</tr>
</tbody>
</table>
THE ss GREAT BRITAIN TRUST

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Sir Jack Hayward OBE, Gerald Hicks MBE,
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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 2012:

Airbus UK
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Biffaward
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All Donors listed have supported the Trust during the year with gifts of £1,000 or more; those in bold have given major gifts of £10,000 or more.

The Trust received legacies from the following supporters and we remain truly grateful to those who remember the Trust in their Will: Mr A. E. Grace, Mr W. P. Gaskell CBE.