

BRUNEL'S
SS GREAT
BRITAIN



BRUNEL
MIND

EUROPEAN

OPT

ANNUAL REVIEW
2018-19

FOREWORD

The year began with a major focus at the Trust – the much-anticipated public opening of the new museum, Being Brunel. Telling the story of Brunel's extraordinary life and achievements, the museum opened to fantastic reviews and has been incredibly popular with visitors. Six years in the planning, this project was the result of the combined efforts and hard work of our staff, volunteers, supporters and major sponsors. Thank you to every one of you who helped to make it a reality – it is a project of which we should all be immensely proud.

As part of the Being Brunel project the Trust made a commitment to diversifying as well as increasing the visitors to site. Your support contributed to more than just the opening of the museum, but also to a range of new programmes and activities to engage new audiences.

In the first year of the Communities Programme the Trust engaged with 2,000 people who otherwise would not have visited the ship. This work was complemented by the launch of Family Volunteering Days, which saw a range of families from across the city sign up to volunteer together at the ship. These programmes have increased the range of people we are reaching, allowing us to share the story of Brunel and his achievements more widely.

All this activity remains rooted in the Trust's collection, which continues to grow with new acquisitions and generous donations in the year. Alongside items which shed light on Brunel's working life, the Trust has acquired a number of more unusual objects, including a chamber pot complete with a coloured print of Clifton Suspension Bridge.

The Trust continues to deliver its unique range of education programmes, which this year alone supported over 11,000 children to discover the history of the ship. We also launched a brand new on site activity – the Brunel Apprentice Satchels are a self-led resource containing activities for families to complete together as they explore the dockside and ship.

Your contribution has supported an incredible year of activity. We have welcomed a record number of visitors to site – over 210,000 people. The Trust has also been recognised by our peers through two major awards: The Most Welcoming Museum in Europe prize and the Best Permanent Exhibition 2019 (for Being Brunel) at the Museum + Heritage Awards.

Please read on to see what your support has achieved this year and the impact this will have into the future.

Jim McKenna
Chair



91%

of visitors surveyed were
delighted with their visit



37,533

Visitors to Being Brunel in
first six weeks of opening

BEING BRUNEL

✿ OPENS! ✿

In March 2018 Being Brunel opened its doors for the first time. A project six years in the planning, the museum opened on budget and on time thanks to the incredibly hard work of all staff, volunteers and partners. And the finished product didn't disappoint!

The custom-built museum building, complete with an 8-metre high model of Brunel's head, provides a stunning location for the 1,500 objects now on public display, many for the first time. Alongside this building sits the Grade II* listed historic Dock Office of the Great Western Steamship Company, now fully restored and accessible to all visitors.

The museum has been a huge success with the public and in the first six weeks alone welcomed 37,533 visitors – 30% over the budget target. This continued throughout the year and resulted in record visitor numbers of over 212,000 people. The project has also been recognised by the sector, with Being Brunel winning a number of accolades for its quality and creativity – most notably, the Best Permanent Exhibition award from the Museums + Heritage Show.

"Overall, Being Brunel is an overwhelming success because, much like its subject, it strives to break new ground and pays painstaking attention to detail. It is also a great showcase for creative museum design."

Museums Journal



LATEST ACQUISITIONS

Thanks to the magnificent contributions of supporters and donors, the Trust now cares for one of the most comprehensive Brunel related collections in the UK. The opening of Being Brunel provided the opportunity to put more of this collection on public display, increasing visitors' awareness and understanding of Brunel and his achievements. It has also raised the Trust's profile as the principal national guardian of Brunel's legacy, leading to an increased number of object donations and purchases.

Some of these items have added to the understanding of Brunel's working life, such as a collection of letters received from Bristol Port Company. This generous donation included copies of Brunel's reports about the Bristol Floating Harbour, copies of letters to and from Brunel and estimates for work to be carried out on the harbour itself.

A more unusual item was acquired at auction – a two-handed chamber pot, complete with a coloured print of Clifton Suspension Bridge and a number of satirical poems. The highly decorated pot illustrates both the beauty of one of Brunel's engineering feats and gives an insight into Victorian toilet humour!



BRUNEL APPRENTICE SATCHELS

Launched in July 2018, the Brunel Apprentice satchels are a free, self-led resource containing hands on activities for families to complete together as they explore the dockside and ship.

Working together, families must use key “Engineer’s Skills” – such as observation, illustration, problem solving and imagination – to discover how these qualities helped make Brunel a successful engineer. The activities provide a structure for children to explore the site confidently and to learn more about Brunel.

Since their launch, 2,700 families have used the satchels and, when asked for feedback, over 90% of respondents have given the activity 4 or 5 stars (out of 5). Positive reviews suggest that they enhance a visit for children: *“Our daughter really enjoyed the interactive element offered by the bag!”* and *“Fabulous idea... very engaging for the children.”*

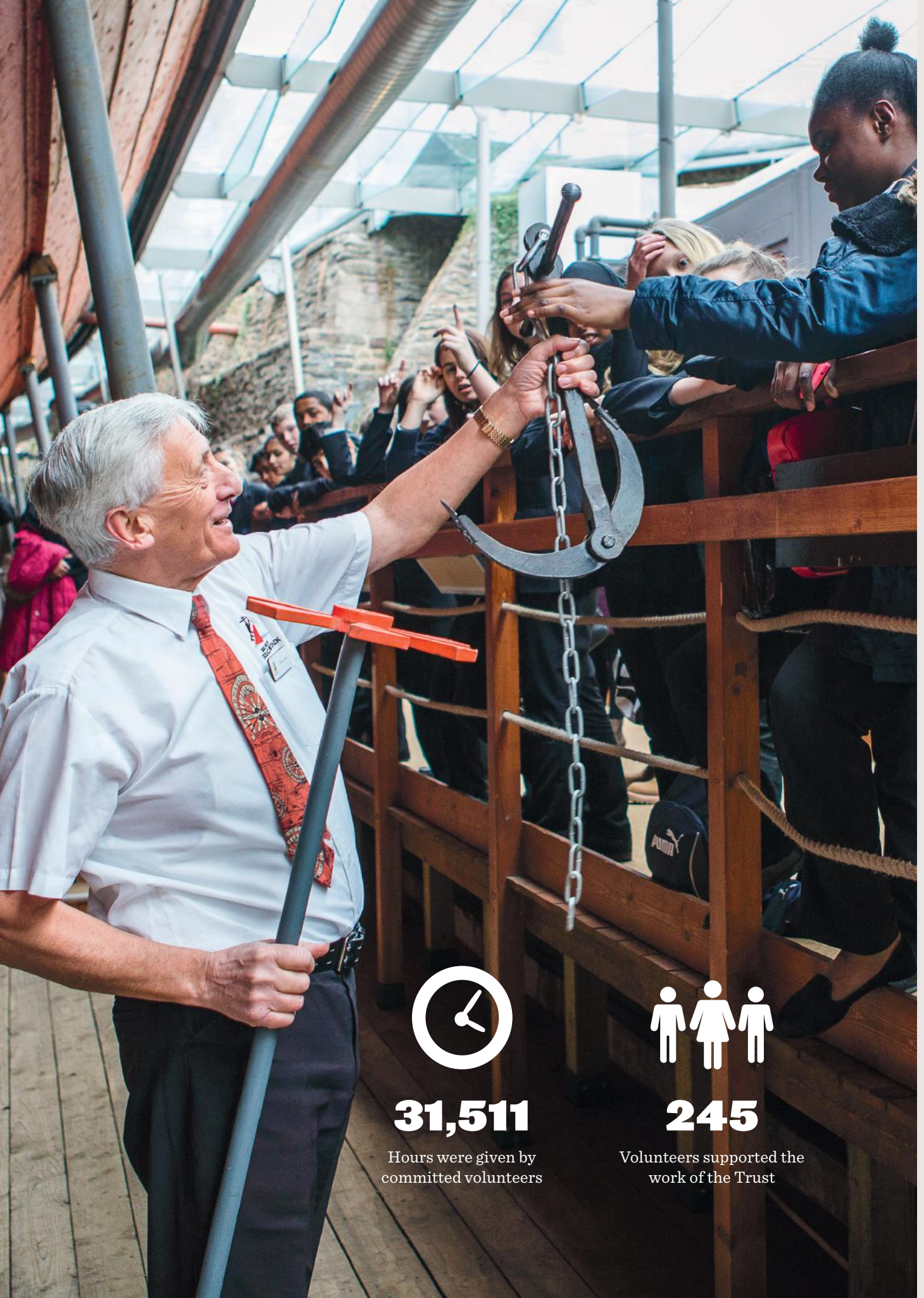
For some visitors, they have clearly become a firm favourite: *“We love them and use them every time we come.”*



11,836

People visited the Brunel
Institute to find out more about
the Designated Collection





31,511

Hours were given by
committed volunteers



245

Volunteers supported the
work of the Trust



COMMUNITIES PROGRAMME

The Trust is working to build stronger connections with parts of the local community, particularly residents who are under-represented in the current audience. In the past year, the Communities Officer has delivered 24 outreach events and activities, engaging with over 1,400 residents across the city.

One successful partnership has been with Bristol Libraries. We have worked with them to programme a series of events, 'Stories from the SS Great Britain', which use costume, games, craft and stories from the ship to engage local audiences. The events not only provide the opportunity to engage with families in different parts of the city, they also support the libraries to increase their footfall.

These library events are now part of the Trust's community programme, which is focused on building relationships in three deprived areas of the city – Lawrence Hill, Southmead and Hartcliffe. In these areas, we are working with local community groups to deliver joint events and projects. The Trust has also partnered with Bristol Community Learning (who work with adults with few or no qualifications) to offer an outreach session and visit to the ship.



FAMILY VOLUNTEERING DAYS

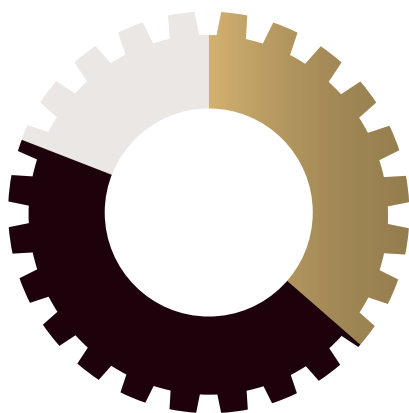
In the autumn the Trust piloted a new Family Volunteering programme. Marketed to the public as 'Family Takeover Days', the ambition was to provide engaging, meaningful volunteering opportunities for family groups.

As with the existing volunteering programme, activities are designed to be mutually beneficial to the Trust and the volunteers involved. Volunteer families help to engage visitors with the ship's history through a range of hands-on activities. These include encouraging visitors to try coal shovelling, to have a go at mopping the decks, to play a game of egg-and-spoon on the Promenade Deck or to try and draw a perfect circle on the moving railway carriage in the Being Brunel museum.

In total, nine families took part last year, comprising 15 adults and 15 children, sometimes with three generations of the family participating together. Feedback has been very positive from both volunteer families and visitors alike. The plan is to expand the programme next year and there is good potential for linking this work with our Communities Programme and increasing engagement with new family audiences.

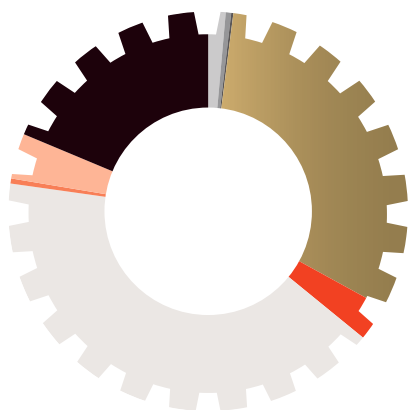
FINANCIAL FIGURES 2018/19

Charitable Activity Expenditure 2018/19



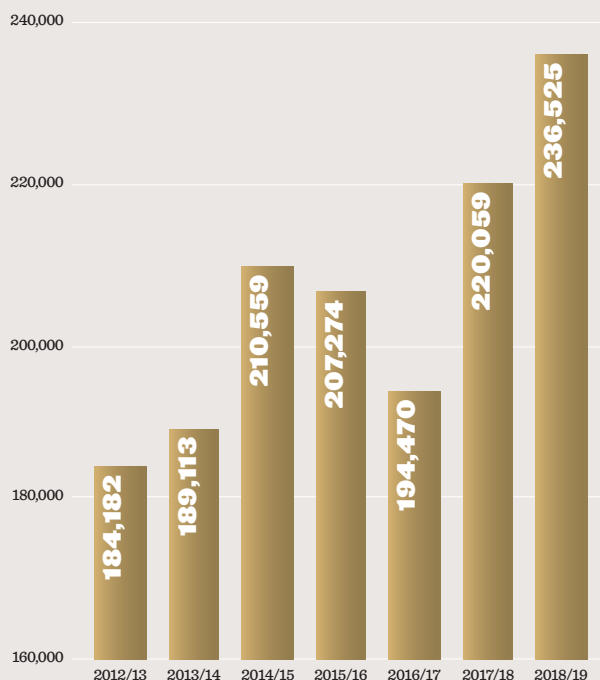
Conservation and maintenance	36.4%
Brunel Institute - curatorial and education	44.5%
Day Membership and advertising	19.1%

Total Income Analysis 2018/19 (£000)

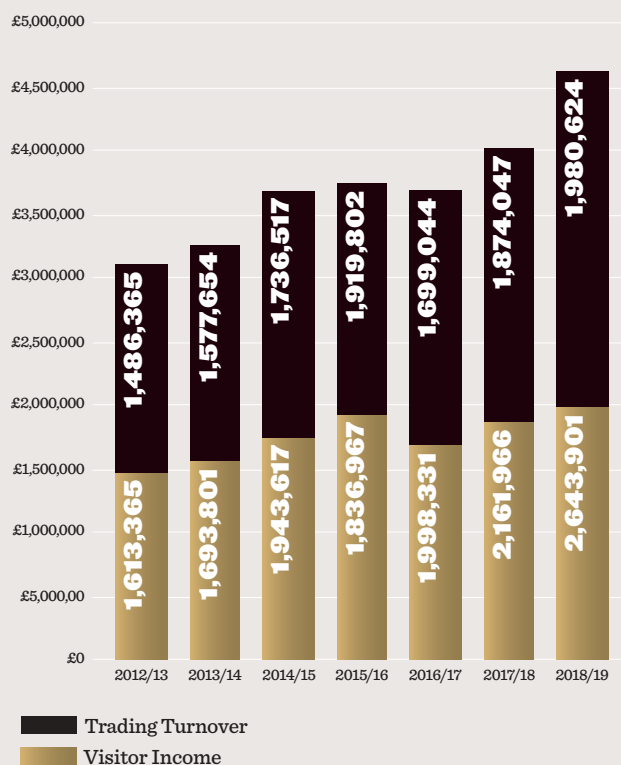


Legacies	90
Fundraising unrestricted	28
Fundraising restricted	11
Trading income	1,981
Investment income	186
Day Membership tickets (including gift aid)	2,644
Members, covenants and subscriptions	26
Donation income unrestricted	235
Donation income restricted	1,196

Museum & Functions Visitors



Visitor and Trading Activities Income



The full financial statements were approved, and authorised for issue, by the Board on 28 May 2019, and signed on their behalf by the Members of the Board. 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.



11,638

Children discovered
the story of the ship on an
educational visit



970

Objects added to the
Designated Collection



1,405

People learned
about the ship at a local
community event





3,773

Brave visitors climbed the
rigging with Go Aloft!



22,654

People around the world
followed the latest news
on social media

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Clive Richards OBE
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Colin Green CBE (from Jan 19)

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Jim McKenna (appointed 11 July 18)

Vice Chair

Dinah Moore

Hon. Treasurer

Kerry Lock

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Sam Mullins OBE
Jan Stam
Peaches Golding OBE
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Prof Ros Sutherland (deceased Feb 19)

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The legal members of the charitable company are known as "Guarantors". All members of the board of trustees and the following individuals are Guarantors:

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The SS Great Britain Trust is grateful for the donations received from Members, individuals, companies and trusts. We would like to thank the following for their generous donations during the past financial year: 1 February 2018-31 January 2019. **Donors listed in bold** supported the Trust with a gift of £10,000 or more.

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The Adrian Swire Charitable Trust
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The Inchcape Foundation
The Late Dr Tony Dickens
The Nisbet Trust
Wessex Water Services Ltd

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. The Trust is extremely grateful to the 46 Members. In 2018-2019 the Trust received legacies from the Late Dr Ian West Stoddart, the Late Dr Tony Dickens, the Late Mr Alan Sims, the Late Mr Arthur Francis Christopher Daniel and the Late Mrs Dorothy Hanmer.

THANK YOU



