



# The Albion Dock Project

## Executive Summary



This Project Case presents and articulates the case for investment of up to £20m into the **Albion Dock and Brunel Country project** alongside the SS Great Britain site. It supports the SS Great Britain Trust (the Trust) decision-making and due diligence, and underpins core funding applications to the National Lottery Heritage Fund (NLHF) and West of England Combined Authority (WECA). It also supports the Trust's wider fundraising campaign and the development of its key regional partnerships.

The short video (5 mins) summarising the project and presented by its patron, Professor David Olusoga, is ready to view here: <https://www.youtube.com/watch?V=qhief2viig>

The investment will expand and transform the Trust's visitor experience offer, site capacity and audience reach to make a significant step change in the regional tourist economy and in its vibrant cultural activity. The Trust will use the investment as a platform for developing and promoting the concept and brand of **'Brunel Country'** as a major opportunity for increased tourism and longer visitation throughout the WECA/West of England region.



Collaborating with Visit West, the Airport and the Avonmouth cruise terminal, as well as the growth in international working proposed, the project will strongly attract new audiences to the region. The project will also mark out the West of England Region as *the* international centre for all that relates to the iconic engineer and his innovative engineering.

The objectives of the Albion Dock project are to:

1. Deliver growth in the regional Visitor Economy and Cultural Activity
2. Secure the Brunel heritage through innovation and enhanced Place-Making
3. Deliver specialist education & learning in STEM for young people
4. Broaden audiences, volunteering, and wellbeing among our communities
5. Create new jobs and employment opportunities
6. Enhance the sustainability and resilience of the local and marine environment
7. Achieve a critical mass for delivery of the Trust Business Plan for long-term sustainability and a high-quality public offer

The proposition combines the physical opportunity presented by the space and historic infrastructure of the listed Albion Dock, connected through to the SS Great Britain, with the wider opportunity to communicate a much broader range of historic and contemporary stories around migration, engineering, maritime and social history, and the marine environment to reach new audiences, grow the visitor economy, and improve financial resilience.

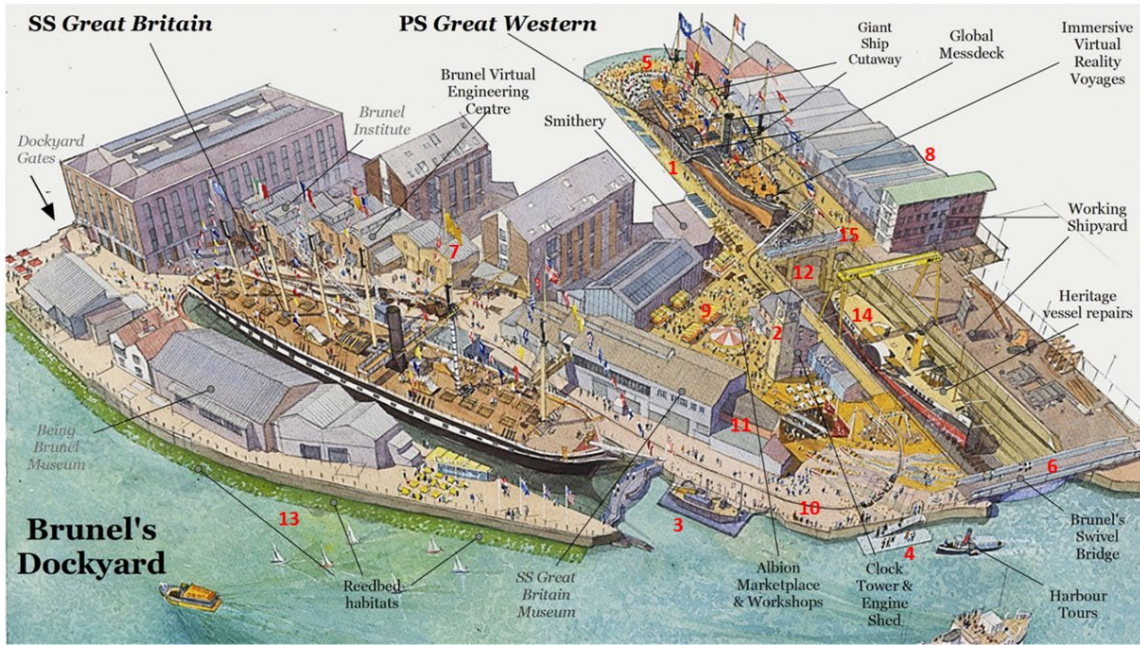
The project will rescue the semi-derelict 1820 Grade 2 Albion dockyard from sale/redevelopment, and use it to save the 1849 Grade 2\* Brunel Swivel Bridge (on Historic England 'At Risk' Register). The northern half of the dock will be re-opened as a full commercial shipyard but with public viewing & access.

The high-profile centrepiece and tourist 'hook' will be the rebuilding in the southern half of Brunel's *PS Great Western*, the first transatlantic steamer, built in Bristol in 1837 after Brunel was challenged to extend his new Great Western Railway 'from Paddington to New York'.

The estimated outcomes in Bristol and the WECA/West of England region from the Albion Project at the mid-range target figure of 145,000 more tourist visitors p.a. Include:

- Additional spend on goods and services of £8.1 million p.a.
- A net additional impact of 189 FTE jobs.
- A total net additional GVA impact of £2.8 million p.a.
- The construction phase will also support c.80 temporary person years-worth of employment and a one-off GVA impact of c.£5.5 million.
- Skills development, including apprenticeships (5 at one time) and doubling skills development work with Restore Trust for people with offending behaviour and struggling with addiction (from 15 pa to 30).
- 120 young people, particularly vulnerable young people struggling in mainstream education inspired and supported in STEM.
- Significant engagement with diverse communities, growing from 5% to 10% of audience.
- Health & Wellbeing benefits to grow from a current equivalent value of £329m per annum to up to £568m per annum
- Active volunteering expanded and diversified, from 250 to over 450
- Sustainability and resilience of local and marine environment significantly enhanced.
- School visits grown from 9,000 to 15,000

- Golden Ticket engagement (young people and their families in deprived areas) 200% growth to 7,500 pa and expanded to South Gloucestershire and Bath & NE Somerset, and North Somerset.



*PS Great Western off Portishead*

**SS Great Britain Trust main contacts**

SRO, Chief Executive, President of the International Congress of Maritime Museums	Dr Matthew Tanner MBE	matthewt@ssgreatbritain.org
Director of Finance & Resources	Angela Spreadbury CIMA	Angelas@ssgreatbritain.org
Director of External Affairs	Nerys Watts BA	Nerysw@ssgreatbritain.org
Senior Project Manager	Mike Day MCD	Miked@ssgreatbritain.org