



SS GREAT BRITAIN TRUST™

# ANNUAL REVIEW 2013





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 her and related maritime and Brunel collections upon public display as a museum for the enhancement of public understanding and appreciation of their social, commercial, scientific, and technological context and historic significance.



# FOREWORD

This year has been another successful year for the Trust, setting a new record for visitor numbers (184,820), securing two major grants; a Catalyst Endowment matched funding award of up to £500,000 from the Heritage Lottery Fund, income from which will underwrite the salary costs of a much needed full-time Ship's Conservation Engineer and £430,000 from the Arts Council England Renaissance Strategic Support, representing more than half the cost of refurbishing No. 1 Brunel Square. This is a vital first step in the Being Brunel project for which we received an in principle award of £4.9m from HLF; just after the end of the year under review. The team is now working flat out on the development plan, which if approved by HLF, will lead to a completely new museum building on the North side of the ship, incorporating Brunel's original Drawing Office, and planned to be opened in 2016. You will be hearing a great deal more about this project and the fundraising campaign to raise the remaining £1.4m.

As most of you are aware, Clive Richards OBE, the owner of the largest and most significant private collection of Brunel material has promised to gift it to the Trust as part of the Being Brunel project and has also pledged a very significant, additional cash donation getting the campaign off to a very good start!

Other notable achievements in the year included the installation of a new soundscape in the Victorian pissoir, completion of the environmental improvement works in the Dockyard Museum (funded from donations to the 2012 appeal) and the appearance of the ship has been greatly enhanced by the restoration and hoisting of the yards to the No. 2 mast; in preparation for the Go Aloft! project launched this spring.

On the curatorial front, we acquired the magnificent 17-piece silver-gilt tableware set that was presented to I.K. Brunel by the Great Western Railway Company, the invitation sent in 1843 to the then Prime Minister, the Duke of Wellington (to attend the launch ceremony of the ss Great Britain, which he declined), we were bequeathed the very important Mike Stammers Collection of maritime books and research papers and completed the digitisation of the David MacGregor collection of 6,500 ship plans, which allowed us to start marketing copies of these unique artefacts to historians and model makers.

The education programmes go from strength to strength and are making a real difference with a record number (8,311) of workshop participants this year and awards for Best Game with a Purpose from both the Royal Television Society and TIGA for our new online game Full Steam Ahead.

Dinah Moore and Jan Stam were appointed to the Board of Trustees and Grant Watson OBE was re-elected for a further term, whilst Jo Gipps OBE, former Director of Bristol Zoo, stood down having served two terms of three years. We thank Jo for his thoughtful contributions and useful insights into the world of self-funded public attractions. It is with great sadness that I have to report the death of Vice President Jerry Hicks MBE. Jerry was a lifelong supporter of the Trust and with his wife, Anne, painted the highly evocative mural in the Hayward saloon.

Finally I want to record the enormous debt of gratitude we owe to all 131 of our volunteers, and of course the staff themselves for their untiring efforts and enthusiasm; without which none of this would have been possible. Thank you all.



Colin H. Green CBE  
Chairman



# 6,500

## SHIPS PLANS CATALOGUED

The Ship Plans project has been completed. Over 6,500 Ship Plans from the David MacGregor collection have now been catalogued and digitised.

# 173,520

## DAY VISITORS

Brunel's ss Great Britain continues to welcome high numbers of visitors – 173,520 day visitors during 2013. The attraction has maintained the position of Bristol's Number One Visitor Attraction on Trip Advisor and received a Certificate of Excellence in 2013 from the website.

# 131

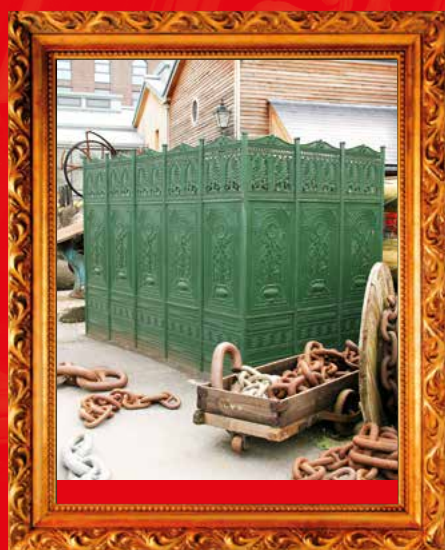
## DEDICATED VOLUNTEERS

The ss Great Britain Trust benefits from the dedication and expertise of over 130 volunteers. This team of volunteers have made a crucial contribution to the Trust's successes and achievements during the year.

# HIGHLIGHTS 2013



The Trust was awarded £500,000 by the Heritage Lottery Fund through their Catalyst: Endowment programme. The fund will allow the Trust to finance a permanent position of 'Ship's Conservation Engineer', who will concentrate directly on the conservation of the ship and share findings of this work with other museums, historic ships and the public.



A newly installed soundscape, including the sound of running water and whistling workers, was added to the 133year old dockside pissoir, situated on the dockside, helping to bring this area to life.



Over 50 new objects have been acquired during the year. Highlights include a magnificent 17 piece silver-gilt tableware set presented to I.K. Brunel by the Great Western Railway Company, the invitation to the 1843 launch of the ship sent to the Duke of Wellington and the Michael Stammers collection of maritime books and papers.



Important works on the Dockyard Museum were completed in 2013, improving the environmental conditions for display objects. The Trust was able to carry out this work due to generous donations to the 2012 Museum Appeal.





## ◀ RIG RESTORATION

The main yard and restored top sail yard were hoisted in to position on no. 2 mast in preparation for the Go Aloft! experience.



The education programmes have gone from strength to strength with record numbers of children taking part in workshops; 8,311 partook during 2013. New 'Walking Workshops' and self-led resources have been introduced; increasing the capacity of the Trust's educational provision.



A new family activity wheel 'Crew do you think you are?' was launched in 2013. The wheel encourages family visitors to try out a series of challenges to find out which member of the ss Great Britain crew they would have been.

During 2013 the Trust prepared initial proposals for an exciting new project 'Being Brunel'. It was announced in April 2014 that the Trust had been awarded support in principle and a development grant of £176,000 by the Heritage Lottery Fund. The next step in the development of the major new £7m visitor experience.



As part of Museums at Night 2013, the Trust opened its doors after-hours for 1,000 local residents; offering an exciting and unique view of the ship after dark for a special one-off, £1 entry fee.



## ◀ FULL STEAM AHEAD

A freely available online game, encouraging users to design the ultimate ship, was developed by the Trust in collaboration with Aardman Animations and the Science Museum. Full Steam Ahead has won numerous awards including the Royal Television Society award (2013) for 'Media Effectiveness' and the TIGA Games Industry award (2013) for 'Best Game with a Purpose'.

# FIGURES & TREASURER'S REPORT

The Trust has had another successful year. Unrestricted funds, which are mainly income and expenditure from the operation of the ship as a visitor attraction, showed a deficit for the year of £29k (last year surplus: £131k) as the Trust spent funds from prior year surpluses that were designated for project spending. 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 including the areas of conservation, maintenance, education and curating. Depreciation of fixed assets financed by Restricted funds and the expenditure on running the Brunel Institute reduced the overall value of Restricted funds by £366k in the year (2012 reduced by £417k).

The Endowment Fund provided a net income to the Trust of £105k (last year £109k). The overall value of the Fund increased by £596k due to realised and unrealised gains on investments and donations and match funding (last year: £425k). The Trust's total net outgoing resources were £73k for the year (last year incoming resources: £85k).

The Balance Sheet at 31st January 2014 shows a decrease in Tangible Fixed Assets of £539k as depreciation charges reduced the value of fixed assets. Cash balances of £1,578k are healthy and include a Reserve fund of £400k and £585k for specified future projects. The Trust has no external borrowing.

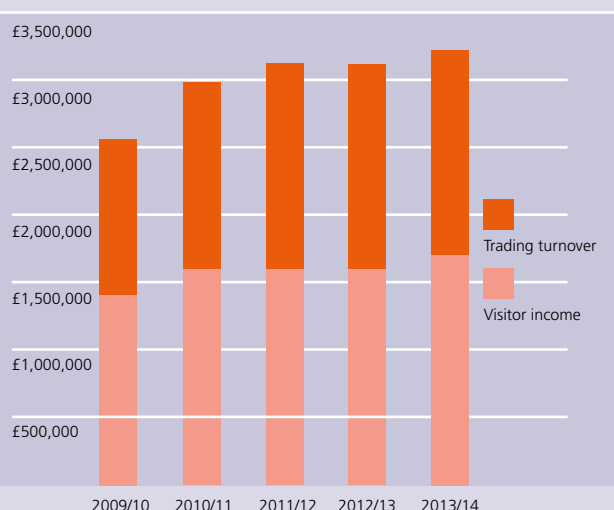
**John Hollingdale**  
Hon Treasurer

13th May 2014

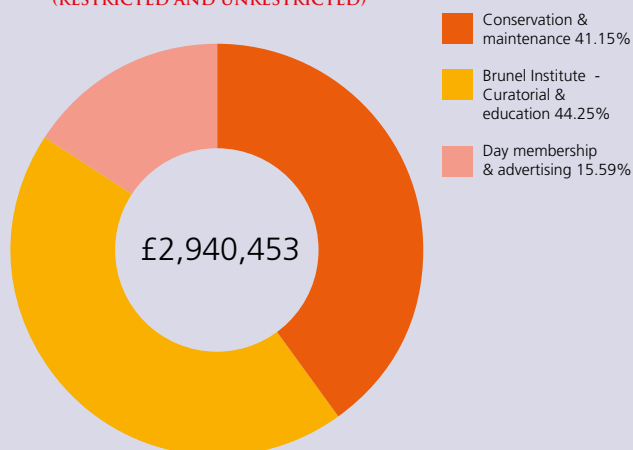
## MUSEUM & FUNCTION VISITORS



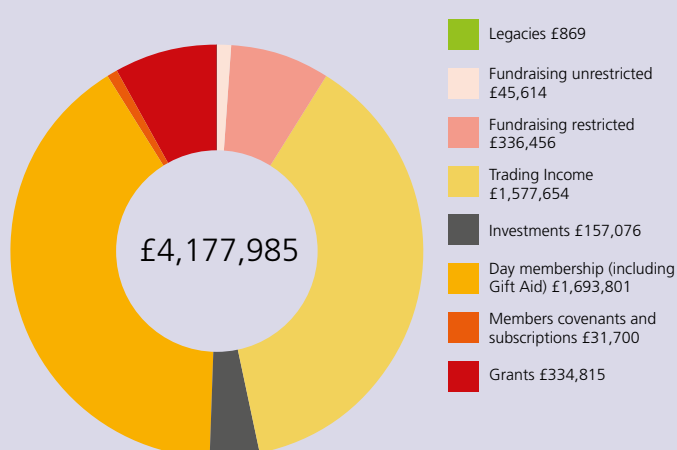
## VISITOR & TRADING ACTIVITIES INCOME



## CHARITABLE ACTIVITY EXPENDITURE 2013/14 (RESTRICTED AND UNRESTRICTED)



## TOTAL INCOME ANALYSIS 2013/14





## Consolidated Statement of Financial Activities (including income and expenditure) Year ended 31st January 2014

|  | Unrestricted<br>Funds<br>£000 | Restricted<br>Funds<br>£000 | Endowment<br>Funds<br>£000 | <b>Total<br/>2013/14<br/>£000</b> | <b>Total<br/>2012/13<br/>£000</b> |
|--|-------------------------------|-----------------------------|----------------------------|-----------------------------------|-----------------------------------|
| <b>Incoming resources</b>  |                               |                             |                            |                                   |                                   |
| Legacy and grant income  | 1                             | 335                         | -                          | 336                               | 282                               |
| Fundraising  | 46                            | 336                         | -                          | 382                               | 243                               |
| ss Great Britain Trading Limited   | 1,577                         | -                           | -                          | 1,577                             | 1,486                             |
| Investment income  | 30                            | -                           | 127                        | 157                               | 172                               |
| Day membership (including Gift Aid)  | 1,694                         | -                           | -                          | 1,694                             | 1,613                             |
| Members' covenants and subscriptions   | 32                            | -                           | -                          | 32                                | 36                                |
| <b>Total incoming resources</b>  | <b>3,380</b>                  | <b>671</b>                  | <b>127</b>                 | <b>4,178</b>                      | <b>3,833</b>                      |
| <b>Resources expended</b>  |                               |                             |                            |                                   |                                   |
| ss Great Britain Trading Limited   | 1,529                         | -                           | -                          | 1,529                             | 1,414                             |
| Fundraising and communications   | 57                            | -                           | -                          | 57                                | 79                                |
| Investment management fees   | -                             | -                           | 22                         | 22                                | 18                                |
| Conservation and maintenance   | 882                           | 298                         | -                          | 1,180                             | 1,129                             |
| Brunel Institute - Curatorial and education                                  | 562                           | 739                         | -                          | 1,301                             | 1,083                             |
| Day membership and advertising   | 459                           | -                           | -                          | 459                               | 421                               |
| Governance costs   | 25                            | -                           | -                          | 25                                | 28                                |
| <b>Total resources expended</b>  | <b>3,514</b>                  | <b>1,037</b>                | <b>22</b>                  | <b>4,573</b>                      | <b>4,172</b>                      |
| <b>Net incoming resources – net income<br/>for the year before transfers</b> | <b>(134)</b>                  | <b>(366)</b>                | <b>105</b>                 | <b>(395)</b>                      | <b>(339)</b>                      |
| Transfers between funds  | 105                           | (274)                       | 169                        | -                                 | -                                 |
| <b>Net incoming resources before<br/>other gains and losses</b>              | <b>(29)</b>                   | <b>(640)</b>                | <b>274</b>                 | <b>(395)</b>                      | <b>(339)</b>                      |
| Gains on investment assets   | -                             | -                           | 322                        | 322                               | 425                               |
| <b>Net incoming resources for the year</b>                                   | <b>(29)</b>                   | <b>(640)</b>                | <b>596</b>                 | <b>(73)</b>                       | <b>85</b>                         |
| Total funds brought forward  | 3,352                         | 9,194                       | 4,240                      | 16,786                            | 16,701                            |
| <b>Total funds carried forward</b>   | <b>3,323</b>                  | <b>8,554</b>                | <b>4,836</b>               | <b>16,713</b>                     | <b>16,786</b>                     |

## Group balance sheet as at 31st January 2014

|                               | Unrestricted<br>Funds<br>£000 | Restricted<br>Funds<br>£000 | Endowment<br>Funds<br>£000 | <b>Total<br/>2013/14<br/>£000</b> | <b>Total<br/>2012/13<br/>£000</b> |
|-------------------------------|-------------------------------|-----------------------------|----------------------------|-----------------------------------|-----------------------------------|
| <b>Assets and liabilities</b> |                               |                             |                            |                                   |                                   |
| Tangible fixed assets         | 2,088                         | 8,297                       | -                          | 10,385                            | 10,924                            |
| Investments                   | -                             | -                           | 4,825                      | 4,825                             | 4,240                             |
| Current assets                | 1,679                         | 257                         | 11                         | 1,947                             | 1,930                             |
| Current liabilities           | (444)                         | -                           | -                          | (444)                             | (309)                             |
| <b>Net assets</b>             | <b>3,323</b>                  | <b>8,554</b>                | <b>4,836</b>               | <b>16,713</b>                     | <b>16,786</b>                     |
| <b>Total funds</b>            | <b>3,323</b>                  | <b>8,554</b>                | <b>4,836</b>               | <b>16,713</b>                     | <b>16,786</b>                     |

### 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.

### Independent auditor's statement to the members of ss Great Britain Trust:

We have examined the summary financial statement for the year ended 31 January 2014 which comprises the Group Statement of Financial Activities and Group Balance Sheet.

### Respective responsibilities of the Trustees and Auditors

The trustees are responsible for preparing the summary financial statement in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial

statement with the full annual financial statements, and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder. 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 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.

### Bishop Fleming

Chartered Accountants and Statutory Auditors Bristol  
19th May 2014

### Opinion

In our opinion the summary financial statement is consistent with the full annual financial statements of ss Great Britain Trust for the year ended 31 January 2014 and complies with the applicable requirements of section 427 of the Companies Act 2006, and regulations made thereunder.

# THE ss GREAT BRITAIN TRUST

## Patron

HRH The Duke of York KCVO ADC

## Vice Presidents

Andrew Burn MC, Sir Richard Gaskell,  
Sir Jack Hayward OBE, Gerald Hicks MBE (deceased  
1st February 2014), Michael Hill MBE,  
Alexander Mitchell, David Parkes, Alderman Brian  
Richards JP, Roger Smedley MBE, Lord Strathcona and  
Mount Royal, and Capt. Christopher Young RN (Rtd)

## BOARD OF TRUSTEES

### Chairman

Colin Green CBE

### Vice Chairman

Martyn Heighton

### Hon. Treasurer

John Hollingdale FCA

### Members

Chris Booy OBE  
Dr Jo Gipps OBE (resigned 18th June 2013)  
Peaches Golding OBE  
Malcolm Lewis  
Cara MacMahon  
Dr Campbell McMurray OBE  
Dinah Moore  
Jan Stam  
Grant Watson OBE

The ss Great Britain Trust is grateful for all the support it receives from its members, from individuals, companies and trusts. We would like to thank the following in particular for their generous donations and pledges of support during the year ended 31st January 2014:

Airbus UK

### Arts Council England

The Basil Brown Charitable Trust  
BMT Defence Services Ltd  
Edith Murphy Foundation

### Heritage Lottery Fund

The Hobson Charity  
The Inchcape Foundation  
Institute Of Physics Publishing Ltd

### Sir John Fisher Foundation

### Lloyd's Register Foundation

### Mr C Richards OBE DL/

### The Clive Richards Charity

Mr Chris Booy OBE  
Mr Colin Green CBE  
Mr Giles Clarke  
Mr Guy Wilberforce  
Mr Jeremy Dunn

### Mr John Baker

Mr Ray Daniels

Mrs Dinah Moore

Mrs Jane Cadbury

Mrs Violet Eaves

Rathbone Brothers Plc

Renishaw Plc

Rolls-Royce Plc

### Society of Merchant Venturers

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

The Trust is also extremely grateful to the **Swire Charities** for their generous support of the Go Aloft! project which was launched in 2014.

The Corlett Society is a special group of supporters who have committed to safeguarding the future of the ss Great Britain by making a gift to the Trust in their will. There are currently 49 members of the society and the Trust is extremely grateful to all supporters who choose to join this group. In 2013 the Trust received a legacy from Miss Beatrice Mary Edith Purcell Gilpin and a donation of maritime books and photographs in the will of Michael Kingsley Stammers.

The Trust's Corporate Partners provide vital funding for much of the Trust's work. The Corporate Partnership Scheme offers opportunities for businesses to gain rewards for their staff and discounts on the use of the Trust's private hire spaces. Over the last year the Trust has been supported by the Institute of Physics Publishing and Renishaw PLC as Silver members and Airbus UK, Rathbone Brothers PLC and Rolls-Royce PLC as Gold members.

The Brunel Institute Corporate Academy directly supports the education activities of the Trust which are delivered through the Brunel Institute. The Trust is grateful to the following members for their contribution in 2013: Airbus UK, Babcock International Group, BMT Defence Services, Renishaw PLC, Rolls-Royce PLC and Wessex Water PLC.



ss GREAT BRITAIN TRUST™

The ss Great Britain Trust is a registered charity.

ss Great Britain Trust, Great Western Dockyard, Bristol BS1 6TY

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