

# Broom News<sup>1993</sup>

Published annually by the longest established builder of Power Boats in Great Britain - C.J. Broom & Sons Limited



## STRIVING FOR PERFECTION

### The New Broom 36

For more than ninety years our aim has remained constant - strive to build the perfect boat. With the new Broom 36 we think we have come a step closer to realising that dream.

Enjoyed and admired throughout Europe, the Broom range of high quality motor cruisers are well-known for their seagoing qualities, live-aboard comfort and superb craftsmanship standards that set our cruisers a class apart from the rest.

We have found that many of our new boats are bought by previous Broom owners looking to move up the range as their experience grows. Therefore we design to meet these changing needs. The new 36 combines this philosophy with our latest thinking and extensive aft cabin boat design experience. This experience has been gained over many years spent designing and building successful three cabin boats in the 35 to 37 ft range, including the popular Broom European, 10/70 and 37 series.

#### Maximised Space

Each new interior design concentrates on maximising interior space and in the deck saloon of the 36 this has been achieved to superb effect by careful positioning of cabin access doors and the spiral staircase. The saloon has a large "U" shaped settee designed to provide very comfortable seating or an extra berth. Opposite the settee is an attractive sideboard with provision for a TV and music centre.

In the aft cabin the berth has been offset at an angle to provide extra floor space and room for two wardrobes. The ensuite toilet has a separate shower stall. A well equipped and spacious galley features a



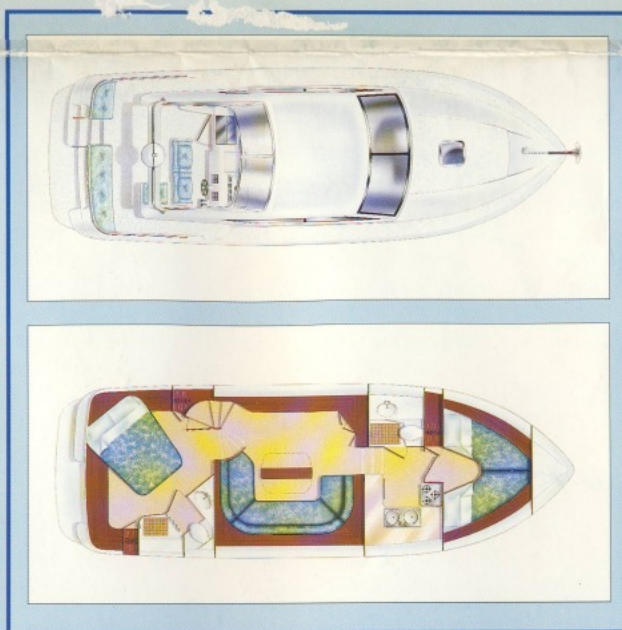
large double sink with drainer, three burner hob with oven and grill, electric refrigerator with hot water provided by a calorifier with an integral immersion heater.

The guest cabin (forecabin) is well laid out and spacious with two single berths, one of which converts to a double. An adjacent second toilet and shower compartment provides privacy and convenience for guests.

Apart from these and many other interior features, it is in the design and development of exterior deck layouts that most recent advances have been made and are in evidence on the 36. A pleasing, classic and imposing topsides and superstructure design incorporating many ideas for practicality and comfort.

#### Deck Area

The mast hinges down, but the hoop supporting the lights and navigation aides folds down separately from the mast allowing the hood to remain up whilst cruising in areas of restricted height. Full use of the important aft deck area has been achieved thanks to a recent Broom innovation whereby seating is incorporated into the dodgers. This provides all round seating and ample space for crew and guests. The



foredeck also incorporates a well area for sunbathing cushions.

The command position, an essential area of any serious cruising boat, has been planned with user requirements foremost. The position is designed for comfort with excellent all-round vision for easy handling whether on extended sea passages or manoeuvring in the most confined spaces. Controls and instrumentation are carefully

laid out for the helmsman with a secure, lockable area provided for navigation aides. For complete protection in inclement weather a fold-down hood is fitted together with a separate zip out back.

#### Quality

To fully appreciate the quality of space and range of design features to be found in the new Broom 36, you need to experience it for yourself. Simply contact us to arrange an appointment to view.



# ALL ABOUT *Broom*

Established in 1898, Broom was and always has been a family run business. The present Chairman and Managing Director, Martin Broom is grandson of the founder. Martin's wife Jennifer is Director responsible for management of the Hire Fleet and interior decor of new craft. Their daughter Mandy is Secretary to the Sales Department.

The Broom Group of companies comprises Broom Boats Ltd., C.J. Broom & Sons Ltd., and associate company Aquafibre. The first of these well known companies, Broom Boats is the longest established builder of Power Boats in Britain.

Having built sailing boats in the earlier years, Broom Boats was among those pioneers fitting boats with internal combustion engines in the 1920s.

During the 1960s the Company changed over from wooden construction methods to the latest glassfibre technology. With a policy of continuous development we now produce a range of fast offshore power boats which rank alongside the very best builders in Europe. The present range consists of the Broom 33, 36, 39, 41 and the magnificent Broom 44 - best described as the "ultimate gentleman's cruising boat".

Located in East Anglia on the famous Norfolk Broads, Broom occupies riverside premises with extensive factory and marina facilities. In a special section, a team of skilled and dedicated craftsmen handle the maintenance and refurbishment of Broom craft, some of the boats returning to us thirty or more years after they were first built.

## SPECIALIST

In addition the Company operates a modern fleet of over fifty top class hire boats on the local waterways. These boats are built by the Company which has a long-standing reputation for this specialist type of craft. Apart from constructing boats for our own hire use, the Company builds charter boats for some of the leading fleets in Europe.

The second Company in the group, C.J. Broom & Sons Ltd., is the Sales Organisation handling all aspects of sales of Broom and Ocean power boats. An experienced team provide the specialist information and advice to help clients get the very best use and maximum enjoyment from their Broom boat.

The Company also runs a brokerage business dealing mainly in the sale of Broom built craft. With the complete history of every boat built by Broom carefully recorded and stored, the Company is ideally placed to handle the sales of these craft. Many of these boats come on the market because their owners are purchasing a new Broom, and we acknowledge the important part that this customer loyalty to the range plays in the

continued success of the Group.

C.J. Broom & Sons is also responsible for all advertising, promotion and public relations work carried out on behalf of the Group. A major part of this promotion is exhibiting at Boat Shows. Broom craft are displayed at the annual London and Southampton Shows in England. In Europe the Broom range is displayed at Hamburg, Friedrichshaven, Dusseldorf and Amsterdam.

In the 1991 New Years Honours List Martin Broom's services to the UK boat industry was recognised by the Queen when he was made a Member of the British Empire.

## Emerald Star Line

- almost all of them...  
by Broom.

Now headed by Paddy Ryan, whose knowledge of the boat hire market is second to none, Emerald

One day about twenty years ago, Martin Broom was visited at his offices on the Norfolk Broads by an Irishman named Derek Dann. Derek had been recently appointed to head the newly formed Emerald Star Line, a subsidiary of the mighty Guinness Group.

It was there on the Norfolk Broads, birth place of the boat hire industry that the first links of a long and happy trading association between Broom and Emerald Star Line were

forged. Links that endure to this day with the launch of a new concept of wide beam charter boat designed specifically to cruise Eire's beautiful river Shannon.

Derek Dann came to Norfolk all those years ago to find out about boat charter operations. He took home the knowledge he found at Broom and began building a charter business on the Shannon. Starting with the Broom 30, over the years Emerald Star Line's fleet grew until it's present level of around 190 boats

Star Line asked Broom, together with their sister company Aquafibre, to develop a new boat for their river. The result is the superb Shannon Star. By mid 1993, twelve or more of these craft will have been moulded by Aquafibre and built by Broom. This impressive order from a much valued customer has generated welcome local employment opportunities by ensuring that Broom's Brundall factory is kept operating at full capacity.

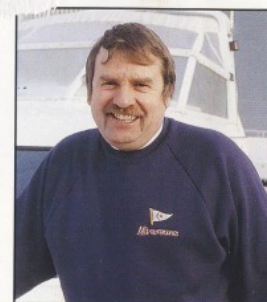
## FROM THE BOATYARD

An extensive programme has been carried out at the Broom boatyard over the last twelve months to improve both efficiency and capacity to handle the increasing demand for the Company's service, maintenance and refurbishment facilities.

The former Mouldmaker factory premises adjoining Broom have recently been acquired by Broom and Aquafibre. This large covered area provides under-cover storage for boats up to 45 ft in length and allows extensive repairs and refurbishment work to be carried out in heated, well lit conditions.

Many earlier built Broom boats are returning to the yard for servicing, refitting or restoration to as-new condition by our team of skilled craftsmen, many of whom built the boats in the first place. Our facilities therefore are not just limited to boats built in GRP but can also handle the latest timber-built boat preservation and restoration techniques.

The recent appointment of Colin Boast as Yard Manager and Andrew Stone as Customer Services Manager.



Above: Andrew Stone  
Customer Services Manager

Below: Colin Boast  
Yard Manager



Shannon Star



# NEWS In Brief

## GETTING THERE WAS NEVER EASIER

Thanks to the recent opening of the latest section of the Norwich bypass, Broom now boasts the best road connections of any boatyard on the Norfolk Broads. Our hire fleet base, marina and factory complex at Brundall are now only minutes away from the dual carriage-way section of the A47 which completely bypasses Norwich.

This improvement to the local road system is already proving of enormous benefit to Brundall as well as visitors to Broom Boats who in the past suffered long delays of up to an hour or more, particularly when returning home on Saturdays during the season.

To find Brundall, just follow the A47 signs to Yarmouth when approaching Norwich, and then leave by the third exit of the roundabout at the "Fina" filling station signposted to Brundall.

Brooms are very pleased to announce the appointment of Newark Marina as Dealers for their range of quality motor cruisers.

Newark Marina has been much improved since the Wilkinson family took over its management and they now specialise in providing brokerage service and facilities for Broom craft. Mr Wilkinson senior has considerable experience of cruising in Broom boats both in UK and European waters, his son James will be concentrating on the sales of new and used Broom boats.

"We are delighted with Newark Marina's appointment." Said Broom Chairman Martin Broom. "Like us they are a family run business built up by giving personal service backed up by extensive first hand experience of the product."

# Fast Offshore Powerboats

## The 1993 Range



### THE BROOM 33

Length - O.A. 34'3" (10.4m)  
Deck Length - 32'4" (9.8m)  
Waterline Length - 28' (8.5m)  
Beam - 12'2" (3.7m)  
Draught - 3'3" (1.0m)



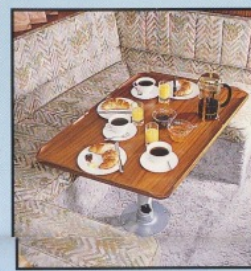
### THE BROOM 36

Length - O.A. 36'6" (11.12m)  
Deck Length - 34'5" (10.51m)  
Waterline Length - 28'9" (8.76m)  
Beam - 12'3" (3.7m)  
Draught - 3'5" (1.04m)



### THE BROOM 39

Length - O.A. 39'6" (12.00m)  
Deck Length - 37' (11.30m)  
Waterline Length - 30'9" (9.37m)  
Beam - 13'6" (4.1m)  
Draught - 4'3" (1.29m)



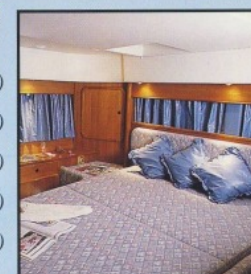
### THE BROOM 41

Length - O.A. 40'9" (12.42m)  
Deck Length - 38' (11.58m)  
Waterline Length - 32' (9.75m)  
Beam - 13'6" (4.11m)  
Draught - 4'3" (1.29m)



### THE BROOM 44 Hardtop

Length - O.A. 44'8" (13.6m)  
Deck Length - 42'4" (12.9m)  
Waterline Length - 36' (11.0m)  
Beam - 15'3" (4.6m)  
Draught - 4' (1.2m)



### THE BROOM 44 Mediterranean Sundeck

Length - O.A. 44'8" (13.6m)  
Deck Length - 42'4" (12.9m)  
Waterline Length - 36' (11.0m)  
Beam - 15'3" (4.6m)  
Draught - 4' (1.2m)



For full technical details contact Bill Harrison Sales Manager or Peter Canfor Contracts Manager who will be pleased to hear from you.

C J Broom and Sons Limited, Brundall, Norwich, Norfolk NR13 5PX, England. Telephone: 0603 712334. Fax: 0603 714803.



# HIRE FLEET NEWS 1993 Best Ever

With more than 5000 people a year taking Broads holidays on Broom hire boats, 1993 promises to be the best year ever to cruise these distinctive Norfolk waterways.

Since becoming Britain's newest and most special National Park in 1989, the Norfolk Broads now enjoys new environmental protection and Government support. Many restoration and improvement projects are underway to preserve and enhance the unique charm of Norfolk's famous inland waterways.

## IMPROVED

Committed to a continuing policy of improving and updating our existing fleet of more than 50 boats, 1993 also sees the introduction of an all new design of four/five berth cruiser. Developed in conjunction with our

Associate Company Aquafibre (who build the hulls and superstructures), this "blue chip" luxury craft was specially designed to pass under the lowest bridges so that hirers can visit all areas of the Broads.

Another new design feature is the introduction of not one but two sliding canopies, one on each side. This allows the central area to be opened to the sunshine yet protected from the wind. The hull itself



The "Captain" Class Boat

incorporates a special low-wash profile to minimise wash disturbance to the waterways.

Accommodation consists of a forecabin with two single berths (one converts to a double), a self contained toilet with shower. Further aft a large bright living area leads directly to the galley and the spacious aft cabin with a double berth. Between the two is a second toilet and shower compartment.

In naming the boat "Captain" Broom have revived one of the best known names for this latest addition to the fleet. Some of our original 34 ft wooden "Captain" Class boats are still giving pleasure to Broads holidaymakers more than twenty years after Broom first built them.



## COMMANDER SEVEN

Another new addition to the hire fleet in 1993 is the distinctive white cruiser "Commander Seven". Regular visitors to our boatyard in Brundall will have seen this attractive craft, previously called "Spredagle III", being serviced with other craft in our fleet. Specially built by Broom for Barclays Bank Social Club, the cruiser has now been bought by us and is available for charter to new hirers as well as Barclays staff.

## BOOKINGS

Broom is a founder member of the well-known Blakes

Organisation, so bookings can be made through Blakes or direct with our Brundall office where our experienced staff can help with all aspects of booking requirements.

Telephone Norwich (0603) 712334 for our colour brochure and booking information. Winter office hours are 9.00 to 5.30 weekdays, 9.00 to 12.00 noon Saturdays. (Closed Dec 23rd to Jan 4th.) If you wish to make a reservation when we are closed, please call Blakes on (0603) 782911

# aquafibre

QUALITY MOULDINGS

Europe's widest range of quality G.R.P hull and superstructure mouldings for sea or river, from 20 - 45ft.



## AF 28'6" 'BROOM BOSUN VERSION' A LOW WASH 2-4 BERTH RIVER CRUISER FROM THE AQUAFIBRE RANGE.

For further information on the AF 28'6" or details on the full Aquafibre range of quality mouldings, contact us at the address below.

Aquafibre are an associate company of Broom Boats and are the sole supplier of quality G.R.P. mouldings for Broom's luxury range of fast offshore powerboats and their modern Broads Charter fleet.



**AQUAFIBRE LIMITED,  
WENDOVER, RACKHEATH,  
NORWICH, NORFOLK NR13 6LR  
TEL: (0603) 720651 FAX: (0603) 720654**

## LOYAL BILL TO RETIRE



Being an established family business with a tradition of long service, Broom is used to valued staff members coming up for retirement. But this year, a very special member of the team has reached retirement age.

Over the years hundreds of Broom owners have received Bill Betts' special "handover" treatment when taking delivery of their new boat. His endless patience and respect whilst accompanying new owners on the very first trip has enabled them to take delivery with confidence and enjoyment.

Bill's middle name should have been "loyalty." He has worked for just two people in his life. At the age of 14 he joined the well known Wroxham boat building firm Landamores where he was apprenticed to the late Ted Landamore. Bill began working for Landamores in 1942 when the firm was busy building Air Sea Rescue launches as part of the war effort.

In the post war years Bill looked after the Landmore fleet of Norfolk Broads Hire Cruisers which were always beautifully turned out. Ted

Landamore was a perfectionist and he instilled this in Bill at an early age. As a result Bill has only ever had one standard - the best.

After 27 years Bill left to join Martin Broom's team at Aquafibre where he became the Chief Installation Engineer for the Ocean range. In 1972 Bill moved to Brundall as Sales Engineer - the position he has occupied for the last twenty years. Apart from his handover duties, he has worked at nearly every London and Southampton Boat Show during that time where thousands of people have heard his patient explanations of the workings of the Broom range.

A number of owners have already expressed wishes to contribute to a retirement gift for Bill. Those who would like to be involved are welcome to contact Andrew Stone, Bill Harrison or Peter Canfor.

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