

Broom News 1994



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



BROOM 36

Style, Comfort, Dependability

In 1993, the Broom 36 was introduced to provide a modern, fast offshore, medium-sized aft cabin cruiser with space and accommodation for four people to cruise and live on for long periods. Brooms' many years of experience has shown that the 35ft to 37ft size of boat is the most popular for a couple to handle on their own, yet have the space and facilities to entertain two or three more people in great comfort.

The 36 embraces decades of design and development expertise Brooms have acquired in their specialist area of aft cabin boat construction. With the offset circular staircase, the protected outside command position, and the use of attractive curved screens, the 36 sets new standards in offshore cruising. During the year 36s have been sold to Holland, Germany, Italy and the UK, and with several more orders in hand Brooms are confident the 36 will prove to be a worthy successor to the many 37s, 10/70s and the earlier 35 Europeans that the company has built over the last two decades.

Versatility and Freedom THE NEW OCEAN RANGE



Broom Ocean 31 Flybridge



Broom Ocean 31 Aftdeck

Ongoing research and development has shown Brooms that many of their owners do much of their cruising on inland waterways or river estuaries where a fast, twin-engined boat is not necessary nor even in some cases desirable. Yet owners demand the spacious accommodation and live-aboard comfort that the Broom range provides. So with this design requirement in mind, Brooms set about building a new range of specially designed craft for inland and coastal cruising. The first of these is the Ocean 31, available with aft deck steering or a full flybridge. This is followed by the Ocean 34 which is making its debut at the 1994 London Boat Show. The Ocean 34 is a genuine medium powered semi-displacement cruiser ideally suited to the inland waterways of Europe, yet with the capability to go coastal cruising, or even further afield in its twin-engined form.

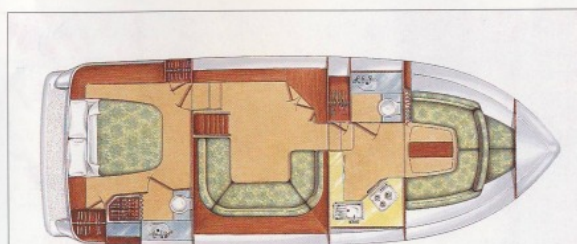
Both the Ocean 31 and 34 follow the proven aft cabin design for which Brooms are so well

known throughout Europe, plus spacious galley and two toilets, folding masts and windscreens, plus the highest quality finish using the finest hand-picked timber veneers for the interiors.

The designs of the Ocean range are by Andrew Wolstenholme and the development is the responsibility of Brooms very experienced Production Manager, Jack Rice.

Why call an inland and coastal range 'Ocean'? Brooms decided to revive the Ocean name made so well known by the hundreds of Ocean 30s and 37s that their associate company Aquafibre made during the seventies and eighties and a name which is as well known as Broom in many parts of Europe.

In their single engine format the Ocean Range represent excellent value for money with considerable savings over the equivalent fast twin engine boat and provides Broom comfort and quality at prices not previously possible.



Broom Ocean 34

The longest established powerboat builders in Britain were founded during the reign of Queen Victoria. From pioneering the use of the internal combustion engine in pleasure craft, Broom have graduated to producing a full range of modern cruisers for inland and offshore use.

In 1898, the Norfolk Broads Yachting Company were selling off their boatyards to their respective managers. The building shed, dock and slipway at Brundall, on the north bank of the River Yare, was bought by one Charles J Broom.

Charles Broom built and sold beautifully crafted sailing cruisers "for gentlemen". These were kept moored at the yard, or in nearby boathouses. Soon, Broom and other local boatbuilders realised that the boats were taking up valuable space, for the sake of only a few days' use each summer. An alternative, offering yachts for weekly hire throughout the season, appeared more cost-effective, with the added advantage of drawing a wider net of customers.

The hirers, accompanied by their families and a local boatman or two, would cruise

ALL ABOUT *Broom*

the 160-odd miles of broadland on what were considered extremely upmarket holidays. The practice of having live-aboard attendants to handle the boats and do the chores continued until well after motorboats had joined the fleets of sailing hirecraft.

Broom were the first builders to offer standard-model motorboats for either purchase or hire. These 30ft Morris-powered cruisers were of round-bilge carvel construction, built to classic lines, with accommodation under a raised foredeck and a control station aft

of midships, where the cockpit coaming curved gracefully down to the transom.

In the 1930s, Broom also began to build seagoing boats. At first, these were motor-sailers. With their masts located in

tabernacles so they could be lowered, they were equally at home on inland waterways. Charles' three sons, Charles Jnr, Basil and Bernard (always known as Barney), joined the company between the wars. When Charles Snr died, control of the yard passed to Charles Jnr until he too passed away in 1936. The surviving brothers bought the business from their widowed sister-in-law, and between them managed the building programme, the expanding hire fleet and the repair shops.

At the outbreak of World War Two, fuel was rationed and all leisure boating came to a sudden halt. But, as was the case with many boatyards, wartime naval contracts were the lifeline and the making of Broom. With the workforce placed in reserved occupations, and additional

labour and expertise supplied by the Admiralty, efficiency was markedly improved as destroyer tenders, pinnaces, lifeboats and harbour launches were produced in large numbers.

By 1946 Brooms was building a range of new designs for private sale or charter. The 42ft Admiral, 37ft Commander and 33ft Captain classes were all hard-chine boats which made the most of the spaciousness and shallow-draft characteristics of the type. With their extensive brightwork and varnished hulls, they epitomised the popular image of the quality cruiser for a score or more years.

In the meantime, Broom became founder members of the Blake's Holidays organisation which bought out Harry Blake in 1946. Naturally, their boats featured prominently in the brochures. Throughout the 1950s the premises were extended, and a brokerage service was added to the company's activities.

GRP

The first member of the third generation of Brooms, Barney's son Barney Jnr, had joined the firm in 1946. However it was his younger cousin, Basil's son Martin, who was destined to guide the company through the GRP era and into the present day. Martin joined in 1958, taking on the management of the hirefleet. Within six years both Basil and Barney Snr had retired

and Barney Jnr had entered the church, leaving Martin to run the whole business.

Martin Broom and four like-minded businessmen took the initiative and formed a consortium to set up Aquafibre Ltd of Rackheath, Norwich. The new company was geared to supply a selection of GRP hull and deck mouldings for completion by Broom and others.

The first product from the factory was a 29ft 6in semi-displacement cruiser designed by R M Martins. It was marketed by Aquafibre as the Ocean 30; Broom's version, with a wooden superstructure, was known as the Broom 30. It was launched at the 1967 London Boat Show, heralding the end of timber-hulled construction at Brundall.

In 1971 Martin Broom acquired a controlling interest in Aquafibre and has since guided the company to be the leading supplier of mouldings to the hire fleets of Europe.

Today the Broom Group consists of three companies: Broom Boats Ltd, C J Broom & Sons Ltd, and Aquafibre Ltd. Between them, they encompass just about every conceivable facet of the marine business. Broom Boats cover the building programme, the fleet of 50 hirecraft, repairs and maintenance, and the marina which was built in the 1970s. C J Broom & Sons are the public relations and marketing organisation for the group, and handle all the sales of new Broom and Ocean boats plus the extensive brokerage section.

Chairman and Managing Director of all three companies is Martin Broom. At Aquafibre his co-director is Ben Mackintosh (of the famous confectionery family) at Brundall it is his wife Jennifer, who looks after the hirefleet and designs the interior decor of new craft. Their daughter Mandy represents the fourth Broom generation, as sales secretary.

This article is a shortened version of a profile of the Broom Group published during 1993 by Motor Boats Monthly, and Broom are grateful for the time and careful research undertaken by the author Keith Beardow. Copies of the full article are available from Brooms office.



An Early Broom Motor Cruiser built in 1930's

FROM THE BOATYARD

APPROVED WEST SYSTEM BOATYARD

Brooms are delighted to announce that they have been appointed an official West System Boatyard. These famous products are some of the finest in the world for

maintaining and preserving timber boats, for boat construction and for the treatment and prevention of osmosis in GRP boats. Please contact Andrew Stone for full details of the service Brooms can offer for these proven products.

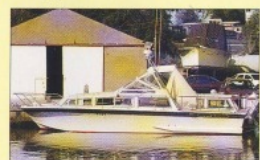
ELECTRONICS DIVISION

The service side was extended in 1993 to include a fully fitted electronics workshop under the control of Tony Martin, one of the most experienced marine electronics engineers in the area. For many years Tony has been responsible for installing and testing the electronic equipment in Broom-built boats whilst working for outside contractors, but now he is based full time at Brundall, covering everything from complete installations to minor repairs.

Taking advantage of Tony's expertise we have now installed a VHF unit for testing purposes and for the convenience of owners who want to contact us on Marina Channel 37.

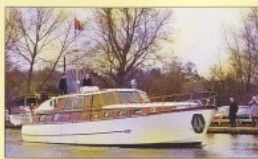
The service and maintenance work carried out by Brooms Boatyard section increased in 1993 to be the busiest year ever.

Now firmly under the control of Colin Boast (Boatyard Manager) and Andrew Stone (Customer Services Manager) this division of Brooms broke new turnover records in 1993 as more and more owners realised that Brooms have the most experience and some of the finest facilities for handling motor cruisers in the UK. The scope of the work undertaken included complete re-engining of craft, extensive refurbishments, rebuilding the aft end of a Freeman 33, replanking timber boats, to a complete do-up of a thirty year old Broom 45.



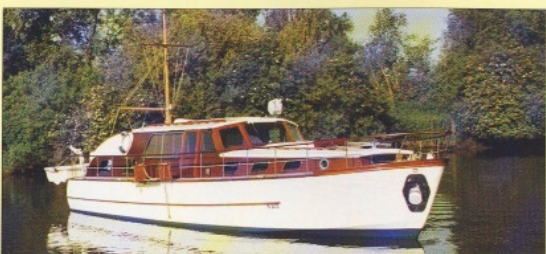
Freeman 33 with new aft cabin

then coating with the West system of epoxy finishes. The exterior now looks like it first did when the boat was launched by Brooms in 1965 for the Mackintosh family, who still own her. Built originally for use on the Norfolk Broads, this twin engined "river" cruiser has cruised to the West Coast of Scotland, the Baltic, and the Mediterranean twice!



The 'Albert' proudly carries the Royal Standard in 1976 - Martin Broom is at the helm with Ben Mackintosh as crew.

However, her proudest moment came in 1976 when she was used to convey Her Majesty the Queen and His Royal Highness, the Duke of Edinburgh from Horning to Ranworth on the River Bure, where Her Majesty opened the new Conservation Centre.



The 'Albert' in 1933 after having her superstructure protected with West System epoxy

The rebuilding work on the Freeman 33 involved making a "plug" and mould tool for a completely new aft cabin coach roof and then making a moulding to fit onto the deck. This transformed the boat into a spacious aft cabin boat.

The refurbishment of the Broom 45 "The Albert" involved stripping all the exterior varnish work down to the bare wood, drying out and

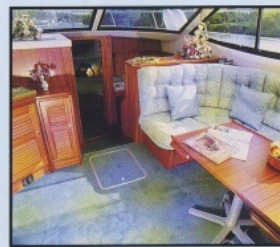
Broom 1994 Powerboat Range

Fast Offshore Range



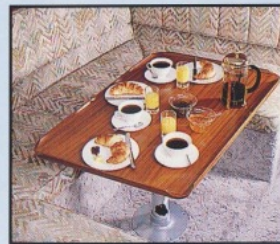
THE BROOM 36

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)



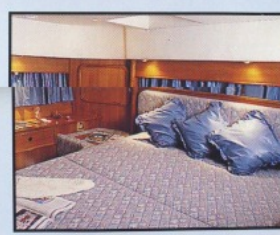
THE BROOM 41

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)



Ocean Range for Inland & Coastal Cruising

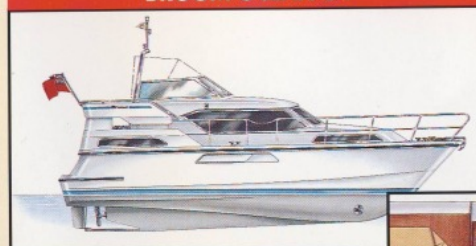
BROOM OCEAN 31 Aft Deck Model



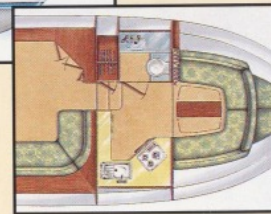
Length -	O.A. 31' (9.45m)
Deck Length -	29' (8.84m)
Waterline Length -	27' (8.23m)
Beam -	11'6" (3.5m)
Draught -	2'9" (0.8m)



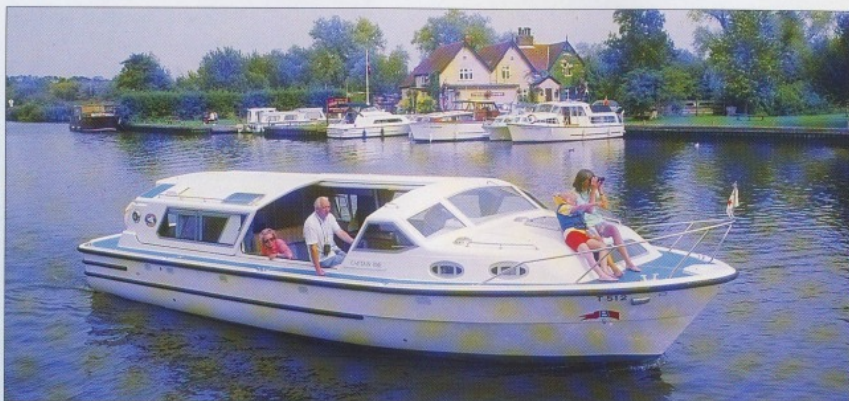
BROOM OCEAN 34



Length -	O.A. 34'0" (10.4m)
Deck Length -	32'6" (9.9m)
Waterline Length -	30' (9.1m)
Beam -	12'4" (3.8m)
Draught -	3'2" (0.9m)



BROOM 1994 HIRE FLEET UPDATE



Captain Bridgemaster Class

Maintaining our policy of continually updating our Norfolk Broads Hire Fleet by the introduction of new boats each year, we are now adding further craft to the new Captain class, first introduced in 1993.

These are four-berth luxury 'blue chip' boats with provision to accommodate a fifth person on the settee.

The Captains are the first in our new Bridgemaster series, which, as the name

suggests, are designed to pass under all the bridges on the Broads at normal states of tide.

In 1994 we are extending this Bridgemaster series with the addition of a brand

new design of six berth boat to be called 'Commodore'. At 43 ft these boats have three separate cabins as well as a very large deck saloon.

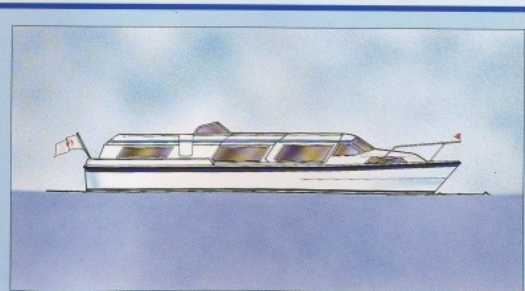
Like the Captains, there is a pair of sliding canopies over the deck saloon, PLUS an outside steering position, so the boat has dual steering, yet will still go under all the bridges.

BOOKINGS

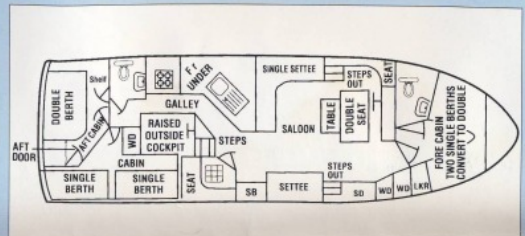
Broom is a founder member of the well known Blakes Organisation, but bookings can also be made direct with

our Brundall office where our staff provide an experienced and personal service to help with all aspects of your booking requirements.

Telephone Norwich (0603) 712334 for our colour brochure and booking information. Winter office hours are 9.00 to 5.30 weekdays and 9.00 to 12.30 Saturdays. (Closed December 22nd to January 3rd). If you wish to make a booking when we are closed, please call Blakes on (0603) 782911.



Commodore Bridgemaster Class

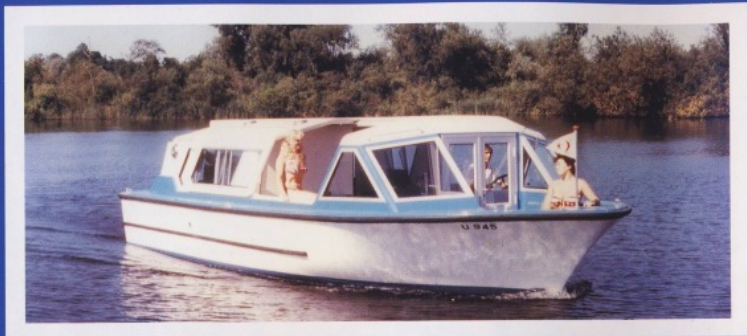


Subject to alteration during construction

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, the new Ocean Range and their modern Broads Charter fleet.

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

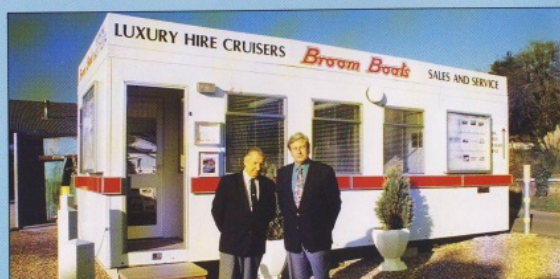
NEW SALES OFFICE

Those who have visited the Broom Factory and Marina Complex at Brundall will know that the main office, whilst having commanding views over the River Yare, is some way from the point of entry.

To make it easier for customers to become aware of (and hopefully make use of) the extensive services offered by Brooms, a general sales office was built in 1993 right at the entrance to the works.

This facility has been used extensively during its first year of operation, particularly at weekends. Whilst offering advice on all aspects of Broom's services, the main use has been to improve our brokerage section which specialises in quality motor cruisers, in particular of course Broom and Ocean. We are steadily adding to our extensive list of both buyers and sellers of these second-hand craft.

Even when closed, the office has large display cabinets listing a wide selection of quality used boats varying from a hire boat being released from our own hire fleet to a used Broom 44.



Bill Harrison Sales Manager and Peter Canfor Contracts Manager outside the new Sales office

Broom

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