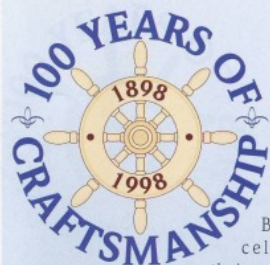


# Broom News 1998



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



Brooms celebrate their centenary this year. During the past 100 years enormous changes have taken place in the world at large and in the boating industry in particular. Those changes are reflected in the progress of Brooms.

It started with building and maintaining traditional wooden craft used by the local gentry on the Norfolk Broads. Then came the development of timber built motor cruisers for hire to the working population of the UK as paid holidays became the norm. Proudly, Brooms pioneered the development of fibreglass for boat construction through their Aquafibre Company started in 1965 - and now they build some of the finest seagoing cruisers in Europe.

During the 1890's Mr Charles J Broom was running a small boatyard on the site at Brundall as one of four Broads yards owned by a company called the Norfolk

## 100 YEARS ON

Broads Yachting Company. In 1898 the company sold the sites to the managers and so Brooms was born.

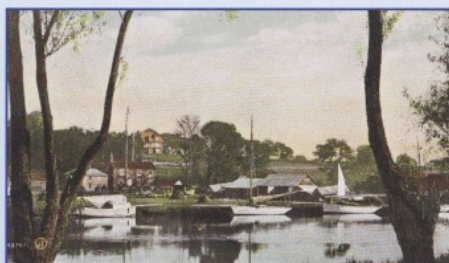
Charles Broom had three sons and three daughters. The three sons worked at the boatyard. The eldest son Charles died at a young age in 1936 leaving the developing business in the hands of Bernard (always known as Barney) and Basil Broom.

Mr & Mrs C.J. Broom



They survived the rigours of the Second World War by working for the British Admiralty building hundreds of wooden lifeboats and harbour launches.

In the late forties Barney's son 'Young Barney' joined his Father and Uncle and then in 1958 Martin Broom, Basil's son, started with the company. In the sixties 'Young Barney' decided to take up the calling of the Church and was for a time the Curate of Brundall. He sold his interest in Brooms to Martin, who together



Brooms boatyard in the early 1900's

with his wife Jennifer, have developed and built the business to its present level, with further plans for growth already in place for the start of the next 100 years.

### THE BROOM GROUP NOW CONSISTS OF THREE MAIN COMPANIES:

**Broom Boats Ltd** build the Broom and Ocean range of motor cruisers, provide extensive maintenance and service facilities, manage the Marina at Brundall and operates one of the largest hire fleets on the Norfolk Broads.

**C J Broom & Sons Ltd** is the Sales Company for the Broom and Ocean range, plus it operates a specialist brokerage section for the sale of used Broom and Oceans, as well as other quality motor yachts.

**Aquafibre Ltd** looks after the GRP moulding and development of new models.

## BROOM OCEAN 38 "MOTOR CRUISER OF THE YEAR"

Brooms received an enormous compliment and recognition of their craftsmanship at the prestigious British Nautical Awards Ceremony. Held in London during October 1997 in the presence of her Royal Highness, the Princess Royal, the Ocean 38 was pronounced "Motor Cruiser of the Year".

Martin and Jennifer Broom were guests at the Ceremony, knowing only that the 38 had been short listed. It was very exciting for them to hear the results announced, and for Martin to be called up to receive the award.

The citation read out with the announcement of the winner stated:

"The Broom Ocean 38. Launched at the London International Boat Show in January this latest addition to the Broom range was designed to fill the gap between their seagoing Offshore boats and the existing Ocean models for slower cruising. The Ocean 38 has a hull and level of performance equally at home on inland water, where over half of the boating in this country takes place, and the open sea. She provides fast seagoing passage making with comfortable cruising requirements, coupled with sound build and excellent finish, she is without doubt a winner."

The significance of the prize is emphasised by the second and third boats in the competition. Second was the beautiful Fairline Targa 43 Sports cruiser and third the Sunseeker Manhattan 80, which costs nearly two million pounds!

British  
Nautical  
Awards



Martin Broom (right) about to receive the British Nautical Awards trophy



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# EUROPEAN RECREATION CRAFT DIRECTIVE

June 1998 is the deadline set for all boats over 6 metres in length, offered for sale in Europe, to conform to the Directive. This ensures each boat is built to one assured standard and that the company building the craft is competent to maintain these standards. The boat then has to carry a CE mark as proof.

Brooms are pleased to announce that all boats leaving their works from September 1997 onwards already conform.

This huge undertaking was carried out by Brooms new Technical Manager, Frederick Dale. This position was specially

created to ensure all Broom boats would conform and having achieved this ahead of time, Frederick has now been put in charge of mechanical and electrical installations in all new boats.



## NEWS FROM THE BOATYARD

### NEW SERVICE CENTRE

To cope with Brooms expanding maintenance and service division, 1997 saw the completion of the new Service Centre building. Designed to accommodate boats up to 50ft (15 metres) in length, each with its own individual bay, this new facility provides for very efficient handling and work areas.

Already the Centre has tackled a wide variety of jobs from virtual re-builds after accidents to complete refurbishment and straight forward annual maintenance requirements.

Also alongside the Centre is the now completed new Engineers Shop, fitted out to cope with all kinds of marine engine, testing and maintenance.

To make way for more service berths adjacent to these new facilities, some of the old timber boat sheds are being demolished and additional moorings created in their place.

For full details of Brooms Boat Yard Services and Marina berths, please contact Andrew Stone, Customer Services Manager or Colin Boast, Boatyard Manager, on 01603 712334.



## BOAT SAFETY SCHEME

For those who enjoy their boating on the inland Waterways of the United Kingdom, you will know that motor cruisers are now required to conform to the Boat Safety Scheme as laid down by the Environment Agency and the British Waterways Board. The Broads Authority are proposing a similar scheme to come into force in the year 2000 but recommends it as a Code of Practice from 1998.

During 1997 new boats from Brooms, when known to be destined for these areas, were provided with a Boat Safety Certificate. However, new boats having the new CE markings should be accepted as having a Boat Safety Certificate.

For owners of existing boats who want to upgrade their craft to have a Boat Safety Certificate, it's reassuring to know that Brooms are specialising in this work and will be pleased to inspect your boat and quote for the necessary work to be carried out at Brundall.

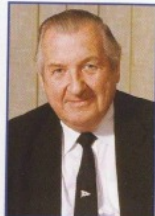
For those owners who only use their boats at sea, Brooms recommend the scheme as an added safety measure and it can also help with the sale of a vessel.

## END OF AN ERA

For nearly a hundred years, traditional craft have been hauled out and launched at Brooms using timber 'ways' and boards coated in grease to slide the craft over.

In the early days a hand winch operated by two men was used but more recently a Marshall single cylinder diesel tractor equipped with a winch has hauled out and launched hundreds of boats up the "slipways" into timber buildings built in the 1920's and 30's.

This task is now done using a mobile hydraulic boat lift and the old buildings are being demolished to make way for more service areas. The tractor, originally purchased for £100, is still used to tow heavy loads around the premises!



William (Bill) Harrison, Sales Manager and Connie Stapleton, Office Supervisor, each completed 50 years service.

They both joined straight from school. Bill served a five year apprenticeship as a Marine Engineer and worked on the installation of engines in the days of timber boats.

During the 1960's he increasingly assisted with customer liaison and Sales and was then promoted Sales Manager. He is well known to hundreds of Broom owners.

## 100 YEARS BETWEEN THEM

**1997** marked a unique double at Brooms.



On the hire fleet side Connie Stapleton has welcomed thousands of customers at the start of their holidays. They have both dealt with generations of Broom customers.

Only recently in October 1997 Bill sold a Broom 41 to Mr Pownall, who reminded Bill that it was twenty three years ago that he had sold him his first Broom.

Connie retired in March 1997 and Bill will complete his long and exemplary service at the end of the '98 London Boat Show in January.

## BROOM BROKERAGE NEWS



Brooms specialist Brokerage Division had its busiest year ever in 1997. Additional sales berths have been provided to cope with the increasing demand for good quality Broom and Ocean motor cruisers, as well as other quality craft.

With the handling facilities now installed in connection with Brooms new Service Centre, preparing boats for

sale and surveys can quickly be arranged.

Brooms has a continuing demand for good quality used craft, so owners wishing to sell, as well as buy, are welcome to call on 01603 712334.

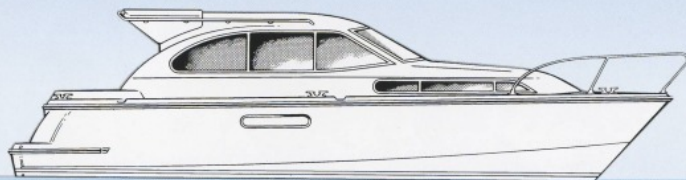
The brokerage division is under the management of Paul Pardon, who has many years experience of selling and handling boats.

## HIRE FLEET NEWS FOR 1998

From their base at Brundall, Brooms operate one of the largest and most modern hire fleets on the Norfolk Broads. New boats are continually being added to the fleet and older ones deleted. 1998 sees another brand new design joining the fleet - the Navigator class.

This is a four berth Sedan type cruiser aimed particularly at the family party.

For details of the fleet, brochures and how to make a reservation please call Angela Cook on 01603 712334.





# BROOM 50

## THE BIGGEST YET

To mark their centenary Brooms are proving their commitment to the future by building their biggest boat yet. A 50 footer of majestic proportions, this new design incorporates all those years of experience and knowledge acquired from building serious cruising boats for the most discerning owners.

The hull is designed by John Bennett with whom Brooms have been associated for nearly 30 years. This continued co-operation ensures the '50' will have the finest seagoing qualities. To guarantee that the latest styling features are incorporated into the overall design, Design Solution Associates are advising on both the interior and exterior detailing.

An aft cabin boat in the finest Broom tradition, the '50' has a choice of deck layouts. For starters there is a hardtop for the command position and this can have an electrically operated sunroof. However if preferred, an open steering position with an easy to fit hood, attached to the radar arch, is available.

A further choice is offered with the aft deck seating and access. One option is to have the seating incorporated in the dodgers to maximise the deck area as the Broom 41. The alternative has the side decks running right round the boat, including across the transom, and the seating set inboard to form an enclosed cockpit configuration. This makes the boat easy to work when mooring and also allows the aft deck area to become a virtual sun lounge with the hood neatly fitting round the set in coamings.



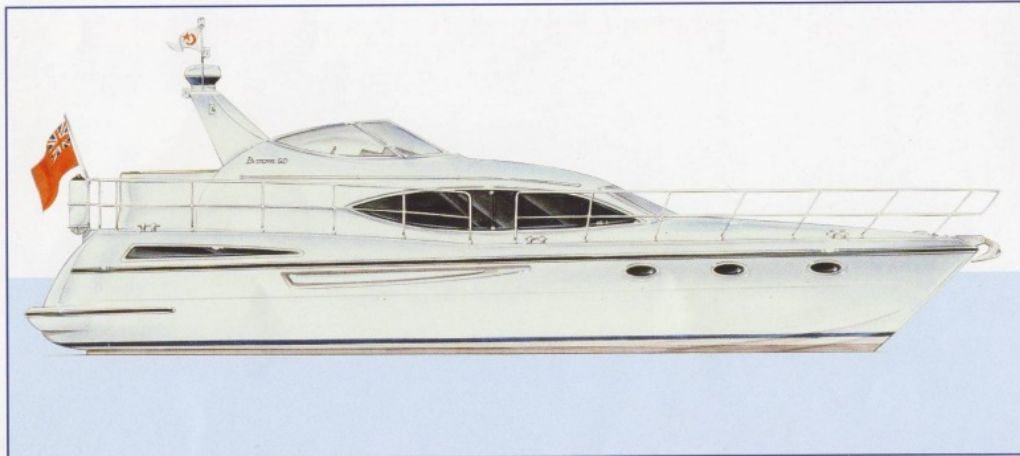
## NEW 34 SEDAN

Brooms are pleased to introduce another addition to their Coastal Range. - but this one is intriguingly different.

Whilst Brooms are well known throughout Europe for their fine aft cabin cruisers, the 34 Sedan has an open cockpit. Naturally it's built to the same high standards. However the 34 Sedan offers a completely different configuration. There is less sleeping cabin space, but much more room for day use.

The aft cockpit is easy to enter via the bathing platform which leads into the spacious deck saloon. The side decks are wide and easily accessible, making the Sedan an easy and safe boat to handle. The accommodation provides for a comfortable dinette opposite the galley, or a twin bunk cabin.

The 34 Sedan is a medium powered semi-displacement cruiser designed to cruise the Inland Waterways of Europe, but with the capability to go Coastal cruising.



## ABOUT aquafibre

### CHARTER BOATS FOR U.S.A.

For over 30 years, Broom's associate company Aquafibre have developed the mould tools and have manufactured all the GRP mouldings for the Broom luxury range of offshore and coastal cruisers and their own successful Norfolk Broads charter fleet.

By combining Aquafibre's development and moulding expertise with Brooms many years experience in designing, fitting-out and operating Charter boats, the 'Group' have become major suppliers of inland Charter boats throughout Europe.

The Charter boats can be supplied as complete 'ready to hire' craft or as bare mouldings to be fitted out by the charter company themselves or by other independent boat builders.



Aquafibre now offer a huge range of over 30 different models each designed to suit specific local conditions and requirements. For example, the Company offer a range of low wash low air-draft cruisers suitable for the particular restrictions on the Norfolk Broads but also wide beam dual steering craft for the more open waterways of the Shannon and Erne in Ireland and the French and Dutch canals.

Whilst Aquafibre Charter boats are a familiar sight on the inland waterways of Europe they can now be found on the other side of the Atlantic!

We are delighted to announce that Crown Blue Line, one of Europe's top Charter companies, has selected Aquafibre's Charter 42 model for their brand new fleet on the New York State Canal system in the USA. We wish them all success with their new venture.

For further information on Aquafibre's wide range of quality mouldings and development expertise please contact:-

Ben Mackintosh  
Aquafibre Ltd  
Wendover Road  
Rackheath, Norwich, Norfolk. NR13 6LR  
Tel: 01603 720651 Tel: (01603) 720654

### EUROPE'S WIDEST RANGE OF HULL AND SUPERSTRUCTURE GRP MOULDINGS FOR SEA OR RIVER, FROM 20 - 45FT.

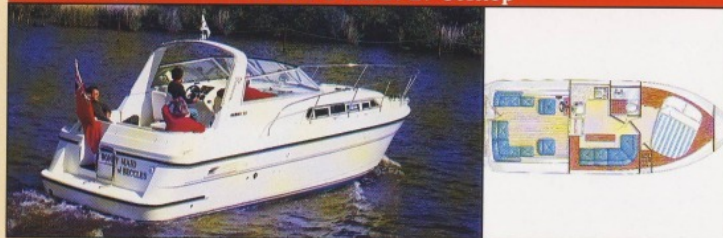




# BROOM 1998 POWERBOAT RANGE

## Coastal Range

### BROOM OCEAN 29 Softtop



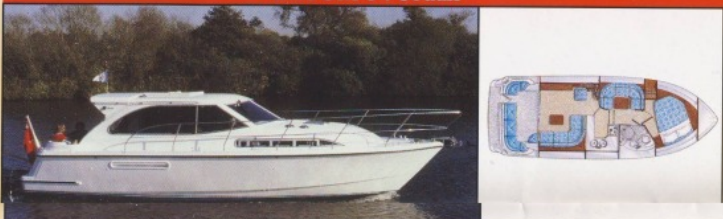
Length - 29' (8.84m) Waterline Length - 25'6" (7.80m)  
Beam - 10'5" (3.17m) Draught - 2'6" (0.76m) Single Engine HP Range 35 to 62 H.P.

### BROOM OCEAN 29 Hardtop



Length - 29' (8.84m) Waterline Length - 25'6" (7.80m)  
Beam - 10'5" (3.17m) Draught - 2'6" (0.76m) Single Engine HP Range 35 to 62 H.P.

### BROOM 34 Sedan



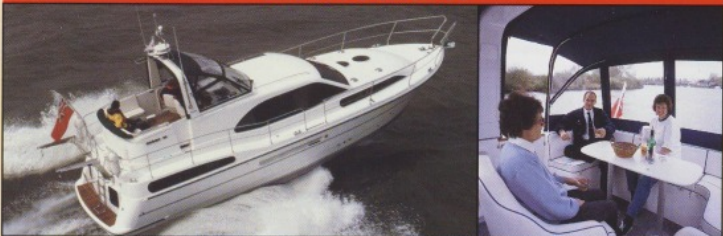
Length - 34' (10.4m) Waterline Length - 30' (9.1m)  
Beam - 12'4" (3.8m) Draught - 3'2" (0.9m) Single Engine HP Range 62 to 200 H.P.

### BROOM OCEAN 34



Length - 34' (10.4m) Waterline Length - 30' (9.1m)  
Beam - 12'4" (3.8m) Draught - 3'2" (0.9m) Single or Twin Engines HP Range 62 to 340 H.P.

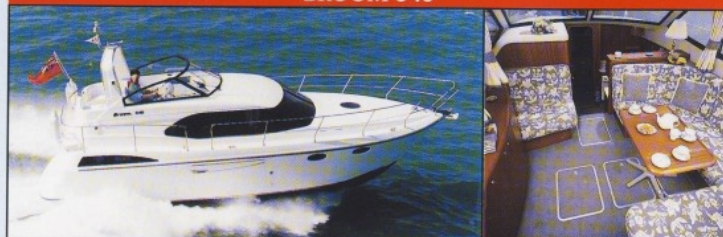
### BROOM OCEAN 38



Length - 38'6" (11.74m) Deck Length - 36'9" Waterline Length - 34'3" (10.44m)  
Beam - 13' (3.96m) Draught - 3'6" (1.06m) Single or Twin Engines HP Range 135 to 440 H.P.

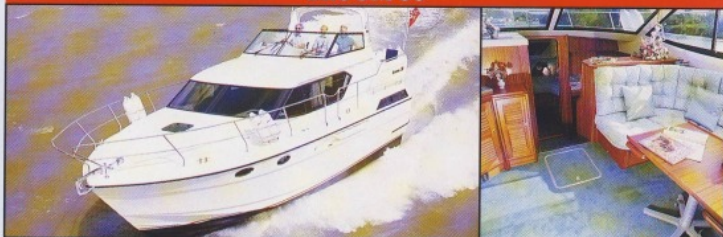
## Fast Offshore Range

### BROOM 34S



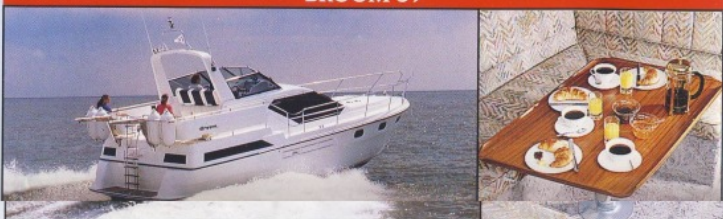
Length - 34'10" (10.6m) Deck Length - 32'6" (9.9m) Waterline Length - 26'9" (8.15m)  
Beam - 12'4" (3.8m) Draught - 3'3" (1.04m) Twin Engines HP Range 400 to 600 H.P.

### BROOM 36



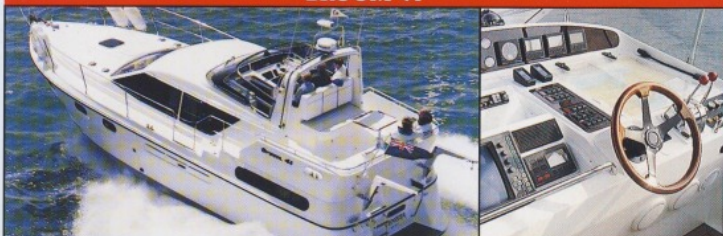
Length - 36'6" (11.12m) Deck Length - 34'5" (10.51m) Waterline Length - 28'9" (8.75m)  
Beam - 12'3" (3.7m) Draught - 3'5" (1.04m) Twin Engines HP Range 400 to 636 H.P.

### BROOM 39



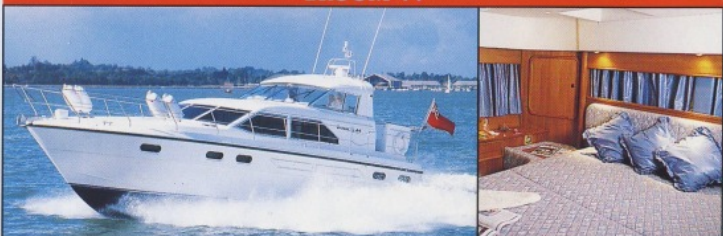
Length - 39'6" (12.00m) Deck Length - 37' (11.3m) Waterline Length - 30'9" (9.37m)  
Beam - 13'6" (4.1m) Draught - 4'3" (1.29m) Twin Engines HP Range 400 to 740 H.P.

### BROOM 41



Length - 40'9" (12.42m) Deck Length - 38' (11.58m) Waterline Length - 32' (9.75m)  
Beam - 13'6" (4.1m) Draught - 4'3" (1.29m) Twin Engines HP Range 400 to 740 H.P.

### BROOM 44



Length - 44'8" (13.6m) Deck Length - 42'4" (12.9m) Waterline Length - 36' (11.0m)  
Beam - 15'3" (4.6m) Draught - 4' (1.2m) Twin Engines HP Range 636 to 860 H.P.

### BROOM 50



Length - 50'0" (15.24m) Deck Length - 46'6" (14.2m) Waterline Length - 41'0" (12.5m)  
Beam - 15'3" (4.6m) Draught - 4'3" (1.3m) Twin Engines HP Range 740 to 1200 H.P.

For full details or the name of your nearest dealer contact C.J. Broom & Sons, who will be pleased to discuss your requirements. Brooms, Brundall, Norwich, Norfolk NR13 5PX, England.  
Telephone: (01603) 712334 Fax: (01603) 714803 e-mail: broom-boats@zoo.co.uk