



For sale on behalf of Broom Marine Group Limited

BROOM BOATS

RIVERSIDE, BRUNDALL, NORWICH, NORFOLK, NR13 5PX

"Founded in 1898, Broom Boats of Brundall is one of the longest established boat yards on the Norfolk and South Broads"

5490059 | broomboats.co.uk | christie.com



HISTORY & HERITAGE



Broom Boats was established in 1898 and has been a part of the Brundall boating community for 125 years, maintaining, repairing and restoring boats of all types and make.

Over the decades that followed the Broom marque became known and respected throughout the boating world, with the business establishing a hire fleet in 1912, enabling clients to explore the unique landscape of the Norfolk Broads National Park.

Today, the business operates one of the newest fleets on the Norfolk Broads, most crafted by Broom Boats, with a key focus on the ESG agenda via its Broom Green10 initiatives commitment.



INVESTMENT HIGHLIGHTS



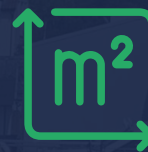
Long established and renowned boating business



Prime River Yare position with excellent river, road and rail connectivity



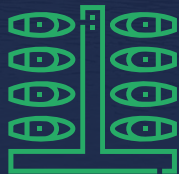
Extensive 8.469 acres (3.427 ha) site with significant development potential (subject to planning and other consents)



c. 72,323 sq ft (6,719 sq m) of GIA marine-related buildings with c.78 private berths



Recently refurbished on-site pub – The White Heron



£3.275m hire fleet including 24 luxury cruisers, 6 electric day boats and 2 fishing boats



Operated under management with an experienced on-site team



Turnover for the 11 months to November 2023 £2.145m (Y/E December 2022 £1.696m)

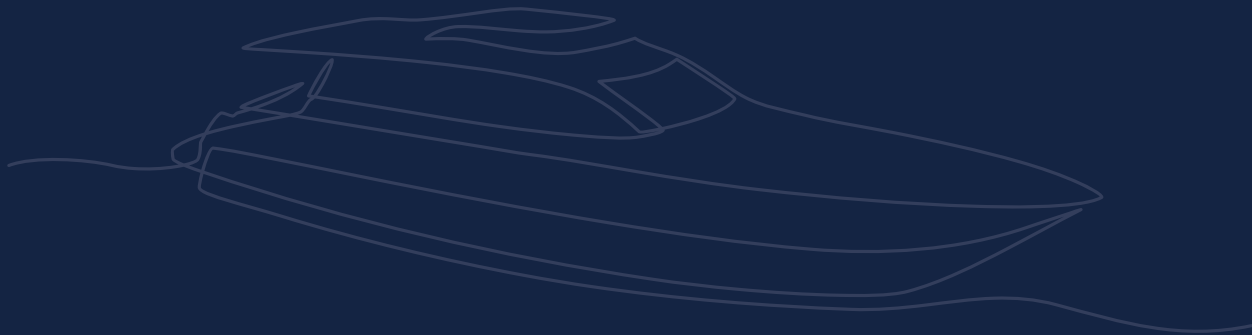


Multiple opportunities to enhance revenue



Broom Green10 environmental and sustainability plan

FINANCIAL SUMMARY





BUSINESS DEVELOPMENT OPPORTUNITIES



Potential for substantial redevelopment of site (subject to planning and other necessary consents)

01

Continue to evolve the on-site F&B offer

02

Grow the "floating" B&B business across off-peak periods

03

Potential for holiday/letting accommodation income at the White Heron subject to planning

04

Potential to introduce floating lodges – plans for 10 lodges have previously been considered

05

Potential to re-introduce boat building activities on site

06

Further electrification of the hire fleet

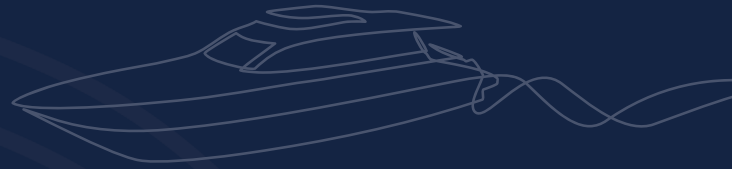
07

Redevelopment/reconfiguration of the site and quay heads to increase available berths

08

Introduce boat sales brokerage

TENURE, PRICE & CONTACTS



TENURE

Freehold

PRICE

Offers are invited for the business as a fully equipped going concern.

Whilst our client's preference is to sell the business in its entirety, consideration may be given to a sale excluding the White Heron.

STRUCTURE OF SALE

Broom Boats is available for sale on an asset plus business basis.

FURTHER INFORMATION & VIEWINGS

Data room access can be provided to seriously interested parties on receipt of a signed non-disclosure agreement. Please visit broomboats.co.uk

Approaches should not be made to Broom Marine Group Limited or any of the staff or management of the property under any circumstances.

ALL ENQUIRIES RELATING TO THIS EXCEPTIONAL OPPORTUNITY SHOULD BE DIRECTED TO CHRISTIE & CO:

CONTACTS

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