

# New centre will offer community practical fire safety training

Fusion director, Steven Jelfs  
outside the new Safeside  
building



Birmingham-based Fusion Building Consultancy has delivered the first interactive, educational learning centre for safety in the West Midlands on behalf of the West Midlands Fire Service (WMFS).

The £1million design and build project that transformed an empty building into the safety complex was led by Fusion with Kinetic Architects providing design

and CPL Interiors the building works.

Safeside Safety Village is available to the whole community and includes 16 life-size scenarios for visitors to learn about the risks from fire in a stimulating environment.

"This project was unique and presented many new challenges for the team," said Steven Jelfs, Fusion Building Consultancy director heading up the

development. "And it is particularly rewarding to be involved in such a worthwhile scheme that will benefit the whole community."

Safeside is located on the site of the new WMFS headquarters, which Fusion also co-ordinated in Vauxhall Road, Nechells. It was built and run in partnership with public, private and voluntary organisations.

"We are really pleased with the new facilities," said WMFS project co-ordinator Allan Parsonage. "We are working with local schools and other community associations so that they can benefit from the facility and learn in a safe environment whilst still having fun."

Fusion Building Consultancy was formed in spring 2002 and is based in Ludgate Hill, employing ten people.