



## Fusion in the picture with new contract

Birmingham-based building consultancy Fusion has secured a contract to assist expanding photographic retailer Jessops roll out its new photoexpress stores.

Launching in five locations across the UK – Northfield, West Bromwich, Buxton, Ilkeston and Oswestry – the outlets are part of a national expansion programme by Jessops to maintain its position in the UK's rapidly growing digital-photo imaging and accessories market.

Fusion's role as project managers has been to ensure costs are driven down and maximum value is gained from contractors involved in the fit-outs. This involves surveying stores, preparing the fit out schemes, handling the tendering process and overseeing the works with Jessops' in-house team.

The work is part of a rolling contract Fusion has with Jessops to project manage the expansion of its existing format stores. Jessops plans to open approximately 20 new stores each year.

Established in May 2002, Fusion was set up by Steven Jelfs, David Bedford and Gavin Stephens.

Steven and David met in the 1980s when they were studying building surveying in London. Fusion was joined by Pollie Jelfs, formerly associate director at CB Richard Ellis in June last year, creating an eight-strong team with offices in Birmingham and Guildford.

Fusion director Gavin Stephens with Jessops' photoexpress Northfield branch manager Sue Ward