

CHELSEA'S OLDEST PUB IS SET TO REOPEN ITS DOORS

The Cross Keys pub undergoes a major refurbishment with fuse design+build project managing the fit out programme to unveil a new look for Chelsea's oldest pub

Nestled in London's fashionable Chelsea, The Cross Keys, a 300 year-old pub that has served patrons from Dylan Thomas and Agatha Christie to Bob Marley and the Rolling Stones, is set to reopen early next year after a campaign by residents to keep their local pub out of the hands of developers and remain an integral part of their community.

Local publicans, Mark Dyer and Eamonn Manson, the team behind Fulham's renowned pubs, The Sands End and The Brown Cow, have now added the historical Cross Keys to their award-winning portfolio of gastropubs. The new owners have appointed fuse design+build to project manage the complete refurbishment and ensure the build project meets their design and performance specification using their signature style. They aim to restore the historic pub by the river to its former glory and combine a contemporary, chic antique look and rustic charm that is synonymous with their other highly successful pubs.

"We want to maintain the magic of The Cross Keys," says Manson, Co-founder of DM Group and head of design, "from the cozy old fireplace to the natural light of the back atrium, but recharge it with a contemporary look." The new Cross Keys will feature an extensive range of real ales along with British fare - a top to tail menu that will include enticing pub classics as well as delicious signature dishes from executive chef, Oliver Marlowe, of Chez Bruce and The Sands End fame.

"Our pubs' success lies in our attention to detail." Manson says, "It starts with a truly personal welcome as soon as you walk through the door, the room itself will bring a visual warmth and when the food arrives, it will rival the best in the area. Essentially, we want to provide our clientele with the best service, outstanding food and a relaxing, comfortable environment full of character and interest to look at and enjoy."

"Pubs are an essential part of British culture," says Dyer, "and we felt that in resurrecting such an iconic pub that we are able to contribute to our British heritage in some way, while keeping the community happy with a truly good local." The surrounding community agrees, having appealed through Twitter and securing thousands of signatures on a petition to prevent developers from turning the property into a single multi-million pound home. The developer finally sold the property back to benefit local residents.

Dyer and Manson of DM Group are working closely with fuse design+build to fulfil a fit out programme ready to relaunch the pub late January 2015 that will welcome back the pub's loyal following and maintain its historical place in British pub culture.

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Notes to Editors:

About fuse design+build

Founded by Lee Heath, fuse design+build limited is a construction and engineering company specialising in commercial and residential property refurbishment. With over 20 years experience, fuse is able to deliver design and build services for property development across the UK.

Based in London, fuse design+build also offers accurate and focused project management to act on behalf of clients and ensure project deliverables are achieved with regards to safety, quality, programme and cost. fuse project managers provide detailed assessments of project plans and comprehensive briefings and implementation specifications for all contractors and specialists involved.

fuse ensures environmental and health and safety requirements are met with every project and in 2013 was awarded membership of Considerate Constructor's Scheme due to the firm's proven track record in compliance and best practice among both its workforce and local neighbourhoods surrounding their sites.

With a flexible and diverse approach, fuse caters for design and build briefs across the spectrum. Recent projects include office fit outs for Workspace plc who own over 5.2million square feet of office space and refurbishment for companies in the oil industry (Shell/Chevron), investment banking, media and leisure (pub / restaurant) sectors. Their high end residential projects and property maintenance contracts are focused in some of London's most sought after areas including Chelsea, Kensington, Belgravia and Notting Hill.

About DM Group

Founded by entrepreneurs rooted in the pub and restaurant industry, Mark Dyer and Eamonn Manson, the DM Group currently owns and operates three London sites, favourites of critics and trendsetters alike: The Sands End and The Brown Cow in Fulham and The Cross Keys in Chelsea (opening early 2015).

Dyer and Manson boast over 20 years of experience in the pub sector.

After working for Allied Domecq PLC, running an estate of 35 pubs with an annual turnover of £18m, Mark Dyer set up The Bar Management Company, operating a number of leasehold pubs in London, while Eamonn Manson owned and operated several bars and restaurants in Fulham, such as The Pen Restaurant and The Ink Club, achieving multiple accolades, including, 'Best Newcomer' – Tatler Restaurant Guide and 'Britain's Top 100 Restaurants' – Conde Nast Restaurant Guide. In 2006, Dyer and Manson joined forces and purchased The Sands End as their first venture, tripling its turnover within 3 years and winning 'Gastropub of the Year', followed by The Brown Cow, which has proved to be successful as well.

The duo's success is a reflection of their various strengths-Manson's being the marketing and PR machine of the business as well as the interior designer of his various pubs, while Dyer operates as company secretary, running all of the financial aspects of the company.

Intent on combining the best qualities of London's Michelin Star restaurants with the relaxed, traditional style found in the local pubs, DM Group has brought in executive chef, Oliver Marlowe, a Michelin Star-trained chef who has worked in some of London's most popular and high-profile restaurants, including The Glasshouse in Kew, Chez Bruce in Wandsworth, Windows Restaurant in the Hilton on Park Lane and the Arts Club in Mayfair. Building on his extensive experience, Marlowe leads the group's team of chefs to create innovative, seasonal dishes that define the ultimate gastro experience.

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