



PEOPLE
ARCHITECTURE

New Build Architecture

Service Overview





PEOPLE ARCHITECTURE

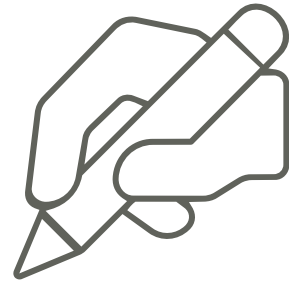
Driving commercial success; Empowering social impact.

We put people at the heart of everything we do. We know that when spaces are designed around the wellbeing and needs of the people who use and operate them, the results aren't just socially positive – they drive measurable commercial value.

Our collaborative and purpose-driven approach ensures the creative process is effective, enjoyable and a worthwhile investment for clients and project teams.

We listen, empathise and connect, shaping outcomes that inspire joy and confidence whilst delivering lasting social, economic and environmental impact.





What is New Build Architecture?

Designing new buildings that are shaped by context, purpose and future need.

We explore how new build architecture can unlock opportunities, responding to site, programme and performance.

From individual buildings to wider masterplans, we create places that are carefully considered, well-crafted and designed to endure.

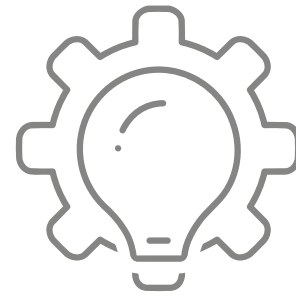
“Great new build architecture is purposeful, grounded in context and shaped by community, creating places that respond to today and are ready for what comes next.”



Unlocking Value

From constrained sites to complex briefs, the right design approach can unlock real commercial and social value. We can help you:

- Unlock the potential of constrained or underperforming sites, using creative thinking to maximise what can be delivered.
- Improve viability through efficient planning, smart layouts and a clear understanding of cost, programme and return.
- Balance commercial performance with the quality of experience, ensuring places work for both operators and the people who use them.
- Design for flexibility, allowing buildings to adapt over time as needs, uses and communities evolve.
- Navigate complex planning, stakeholder and operational requirements to maintain momentum, build advocacy and reduce risk.
- Shape clear, strategic responses to complex briefs, aligning stakeholder priorities with deliverable outcomes.



“Our methodology is bespoke, and has been developed and refined through years of practice, research and collaboration.”

How We Work

Our approach to new build architecture is shaped by our ‘People Architecture’ ethos – placing people, purpose and performance at the heart of every project.

Guided by the RIBA Plan of Work, we apply a clear and rigorous methodology tailored to each brief. From the outset, we work closely with clients, stakeholders and communities to define ambition, understand constraints and identify opportunity – creating meaningful moments for input and building shared understanding as projects evolve.

As designs develop, we test and refine ideas through a balance of creative thinking and technical expertise, ensuring proposals are both ambitious and deliverable. Our process is transparent and inclusive, giving clients confidence in decision-making and a clear route from concept to delivery.

The result is architecture that is purposeful and grounded in its context; shaped around the needs of the people who use it, and informed by a clear understanding of social impact, commercial viability and sustainable performance.

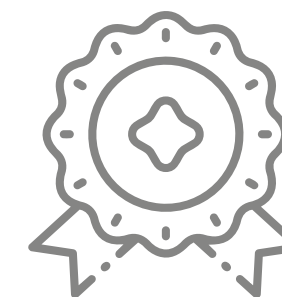


“What matters most to us is the breadth of people now using the centre... older residents returning to exercise, families engaging in activities together, and individuals who previously felt unsure or anxious about visiting a leisure facility.”



Damon Barnaby,
Strategic Estates Transformation
Project Manager
NORTHUMBERLAND COUNTY
COUNCIL





“By combining strategic thinking with creative design, we unlock site potential, reduce risk and shape new build projects that deliver lasting value for clients and communities.”

Benefits

Our approach is collaborative, transparent and focused on unlocking value at every stage. We help you to:

- Shape clear, deliverable briefs that balance ambition with commercial reality.
- Unlock site potential through strategic thinking and creative design.
- Test ideas early to improve viability, reduce risk and support confident decision-making.
- Integrate sustainable design principles – balancing environmental impact, social value and long-term economic performance.
- Design inclusive environments that remove barriers, support diverse needs and contribute to wider social and community outcomes.
- Embed flexibility to support future change and evolving use.
- Build stakeholder confidence through a clear, collaborative process.
- Create bespoke places that clearly respond to community needs, strengthening demand, local ownership and long-term value.
- Deliver architecture that is robust, considered and designed to endure.

Our Experience

We have extensive experience delivering new build architecture across a wide range of sectors, including Sport & Leisure, Hospitality, Workplace, Higher Education and Residential.

More than architects, we pride ourselves on bringing clients, stakeholders and communities with us on the journey, shaping proposals through meaningful input and shared understanding.

The following case studies showcase projects that respond to context, support people and deliver sustainable, well-resolved environments – designed to work in practice, not just in principle.

01: Eclipse

A £43.5m, industry-leading project, Eclipse's pavilion design and comprehensive facility mix was informed through significant engagement with local residents and community groups.

At RIBA Stage 3, the brief evolved to meet ambitious net zero targets, driven by a collaborative, design-led approach with our team and specialist partners.

The result is the largest Passivhaus wet and dry leisure centre in Europe, and only the second in the UK. Delivering a 60% reduction in operational energy and 40% less water use, the scheme sets a new standard for sustainable, high-performing leisure environments.



02: Morpeth Sports & Leisure Centre

A brilliant example of People Architecture, Morpeth's £21M sensitive co-location of leisure, community and civic facilities has strengthened the high street and transformed a highly constrained and underutilised part of town.

Within the first 6 months the centre had increased participation by over 200%, strengthened social cohesion and generated £599,000 in additional town centre spend, supporting local businesses and renewed daily activity.

03: Regent Cinema

A key part of a wider regeneration scheme, replacing this much-loved Art Deco cinema required the backing of local residents. We prioritised active local engagement, accessibility and identity throughout. Working within the constraints of a highly restricted beachfront site, the design balances upgrading the building while retaining its character.

The project brings new life to a prominent coastal location, creating a flexible, inclusive venue that supports social interaction and contributes to the town's ongoing renewal.

Our Specialists

Architects

Our architects lead the design and delivery of new build projects across a range of sectors.

From early feasibility through to technical design and construction, we focus on creating well-considered, buildable solutions that respond to context, programme and performance, working closely with clients and collaborators throughout.

Technologists

Our technologists provide the technical rigour that underpins successful new build delivery.

With expertise in detailing, compliance and coordination, they ensure designs are resolved, integrated and ready to deliver on site, supporting efficient, robust and high-quality outcomes.

Interiors

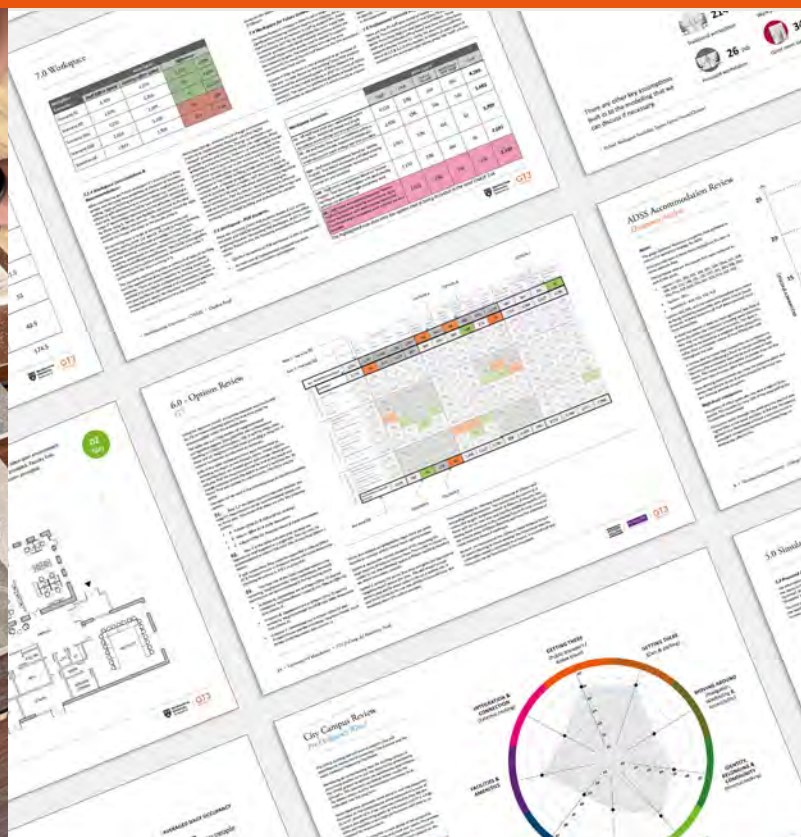
Our interiors team shape spaces from the inside out, focusing on user experience, identity and performance.

Working alongside the wider design team, they ensure internal environments align with the overall vision, supporting how buildings are used, experienced and operated from day one.

Consultants

Our consultants support projects with strategic thinking, engagement and sustainability expertise.

Working closely with clients and stakeholders, they help define clear direction, align priorities and ensure projects respond to operational, environmental and community needs from the outset.



General Enquiries

t: 0191 281 7700

info@gt3architects.com

Press & Media Enquiries

kforrest@gt3architects.com

www.gt3architects.com



Work with us



Newcastle

John Dobson House
49 New Bridge St West
Newcastle upon Tyne
NE1 8AN

Nottingham

The Wallis Building
Plumtre Place
Nottingham
NG1 1LW

London

55 Whitfield St
Fitzrovia
London
W1T 4AH

Belfast

Clockwise, River House
48-60 High St
Belfast
BT1 2BE