



**PEOPLE
ARCHITECTURE**

Fit-Out
Service Overview





PEOPLE ARCHITECTURE

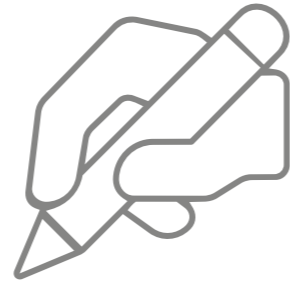
Driving commercial success; Empowering social impact.

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 Fit-Out?

Transforming existing spaces to better support how people use them every day.

Interior fit-out is the process of shaping internal environments so they are ready for use, whether within a newly completed building or through the reworking of an existing environment. It brings together layout, flow and identity with finishes, fixtures and furniture.

Focused on how a space performs in practice, fit-out considers how people move, interact and experience their environment, while supporting operational needs and brand identity. Done well, it increases footfall, enhances user experience, and contributes to health, wellbeing and social cohesion.

“Fit-out is about making space work harder for people, creating environments that feel natural, intuitive and built around everyday use.”



Common Challenges

Transforming internal spaces can unlock real value – but it also comes with its own set of challenges.

We can help you:

- Balance the needs of operators and users, creating spaces that work well day to day while still feeling welcoming, engaging and intuitive.
- Make the most of existing buildings or shell spaces, using careful planning and creative thinking to shape layouts that perform.
- Bring together different voices, from clients and stakeholders to brand and consultant teams – building shared understanding as designs evolve.
- Translate brand into setting in a way that feels authentic, consistent and rooted in the user experience.
- Navigate technical requirements with clarity, from coordination and services integration through to compliance and accessibility.
- Respond to changing patterns of use, creating environments that can adapt over time.
- Balance programme, budget and quality, making informed decisions that support long-term performance and value.

Interior Architecture & Design

Interior Architecture

Interior Architecture focuses on how a space is planned, structured and performs. It shapes layouts, circulation, and key elements to support flow, function and safety while maintaining architectural integrity.

From walls and layouts to lighting and structure, every detail works together to create a cohesive, efficient and well-performing environment.

Interior Design

Interior Design focuses on how a space looks, feels and is experienced. It creates atmosphere and identity through colour, materials, furniture and lighting.

It transforms interiors into environments that are visually engaging, comfortable and easy to use, supporting both wellbeing and everyday function.

The Blend

Interior Architecture shapes how a space works, while Interior Design shapes how it feels.

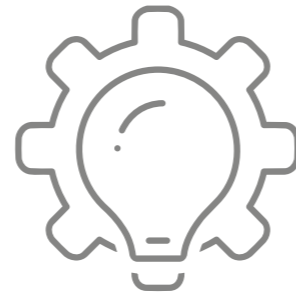
Together, they create environments that are functional, intuitive and visually compelling, carefully tailored to the people who use them.

Expertise

As Interior Architectural Designers, we bring together the precision of architecture with the creativity of design.

We create interiors that function seamlessly, flow naturally and feel considered at every level, from structure through to the smallest detail.





“People spend 80-90% of their time indoors – making the quality of interior environments critical to wellbeing, performance and everyday experience.”

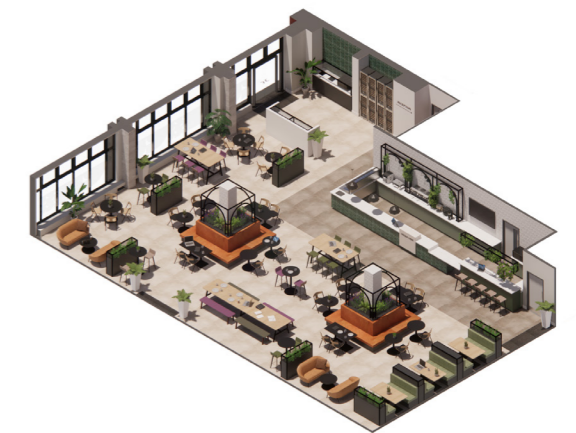
How We Work

We design interiors that do more than look good – they support people, performance and everyday experience.

Working as part of a wider architectural team, or alongside external partners, we shape interior fit-out strategies that respond to the building, its context and the people who use it. Our approach combines the fundamentals of space, light and layout with the careful selection of materials, colour and furniture to create environments that are both functional and engaging.

We design for a range of needs, creating vibrant, collaborative spaces that support creativity and interaction, alongside quieter areas for focus and reflection. Through close collaboration with clients and stakeholders, we ensure each space reflects its purpose, identity and users.

Alongside this, we bring technical rigour and delivery expertise, covering space planning, coordination, detailing and implementation, ensuring our designs are not only well considered, but buildable, efficient and designed to perform over time.



“GT3’s process and transparency have been excellent. They’ve taken a holistic approach, enhancing each space from concept to the details that shape the guest experience. Their ability to balance existing character with a contemporary response has created spaces that feel both rooted in place and forward-looking.”



Shauna Robb,
Group Chief Operating Officer
ROCKLIFFE HALL





Benefits

Interior fit-out offers a flexible, efficient way to transform existing spaces – improving performance while enhancing the experience for those who use them. We can help you:

- Unlock more value from existing environments, without the need for new build.
- Improve efficiency, operations and/or productivity through thoughtful layouts and robust space planning.
- Strengthen your identity through consistent, well-considered brand integration.
- Create intuitive, accessible environments that support wellbeing and everyday use.
- Enable flexibility to adapt as needs, uses and organisations evolve over time.
- Respond to evolving social behaviours and environmental expectations, from post-COVID patterns to changing demographics and technology.



“We’ve transformed our leisure environments, creating a more consistent identity and spaces that appeal to a wide range of users.”

Everyone Active, Operator

Our Experience

We have extensive experience delivering interior fit-out and refurbishment projects across a wide range of sectors, including Sport & Leisure, Hospitality, Workplace, Higher Education and Residential.

Our work spans individual spaces, multi-site rollouts and wider estate strategies, often unlocking new value from existing environments. We work closely with clients, operators and users to understand how spaces are used day to day, shaping environments that feel intuitive, welcoming and adaptable. Our approach is particularly effective where spaces need to work harder, respond to evolving needs, or be delivered within live, operational settings.

The following case studies illustrate how our approach to interior fit-out can transform existing spaces, enhance user experience and deliver lasting value across a range of contexts.

01: Helios

At Helios, we delivered a high-quality fit-out designed to create an inspiring, welcoming workplace for teams across the NDA Group, with a focus on enhancing the employee experience.

The project demonstrates how design can bring an organisation's narrative, history, and processes to life through considered space planning, colour, form, and thoughtful motifs. Delivered within programme and budget, the scheme was shaped through early stakeholder engagement during CAT-A works, ensuring the space is both functional and inspiring, reflecting the organisation's story at every turn.

By combining strategic planning with creative design, the Helios fit-out transforms everyday working environments into spaces that motivate, connect, and engage.



02: Rockliffe Hall

At Rockliffe Hall, we are reimagining the Grade II listed Old Hall – retaining and enhancing its historic fabric while shaping a new era of luxury hospitality.

Our design balances the building's character and North East context with contemporary design. Working alongside new-build elements, the scheme demonstrates how careful refurbishment and reuse can unlock new value – transforming existing assets into spaces that feel both rooted in place and future-facing.

03: Everyone Active

Revitalising ageing leisure facilities as part of Everyone Active's refurbishment programme – extending and reimagining spaces to meet modern expectations. Across the programme, schemes have introduced new gyms, immersive studios, soft play, expanded cafés and upgraded changing/reception areas.

Our Interiors Brand Guidelines support the UK-wide programme, providing a consistent framework while remaining flexible enough to respond to the constraints and opportunities of refurbishment.

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