



PEOPLE
ARCHITECTURE

Brief Writing *Service Overview*





PEOPLE ARCHITECTURE

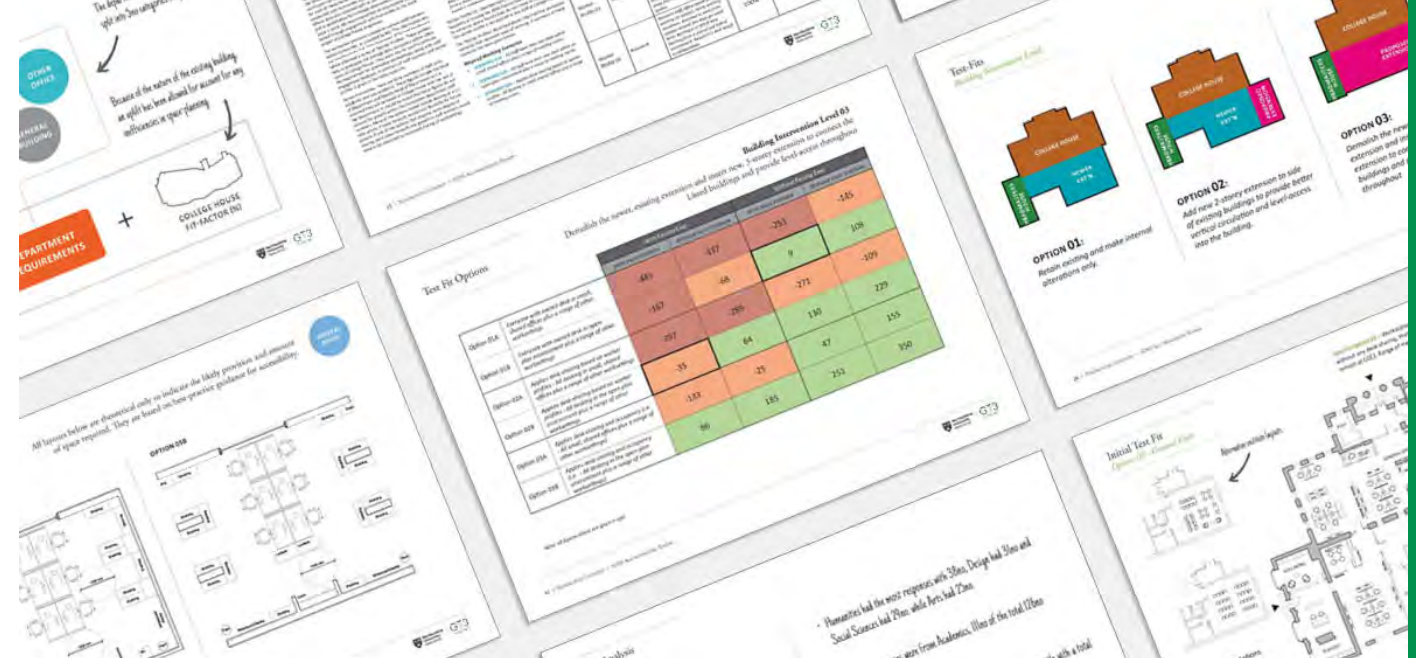
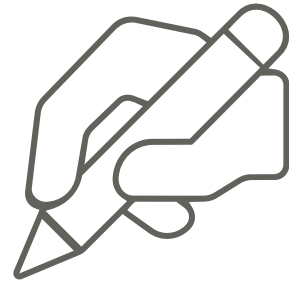
Driving commercial success; Empowering social impact.

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 Brief Writing?

Brief writing helps you understand and articulate what success looks like for your project in a way that everyone can understand.

Rooted in our People Architecture approach, we analyse data gathered through engagement to understand the challenges that a project is trying to address, within the context of goals and needs of the people and organisations involved. We translate input from stakeholders and users at all levels into a clear, actionable brief that defines the spatial, functional, and cultural requirements of the project.

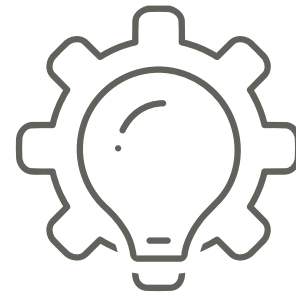
Common Challenges

Starting a project well is often harder than it looks. Many projects face the same early challenges, regardless of sector or scale.

- Projects move into design too quickly, without a clear direction of travel.
- Briefs are limited to lists of spaces, with little clarity on vision, objectives or success measures.
- Options and requirements are not fully explored before key decisions are made.
- Stakeholders are not meaningfully involved early, leading to limited buy-in.
- Decision-making becomes driven by programme and design momentum, rather than operational or business need.
- Changes emerge later in the process, impacting cost, time, confidence and team morale.
- The balance between desirability, deliverability and viability is not tested early enough.

“Our consultants turn ambitious thinking into clear, evidence-led briefs that are viable, deliverable and built to endure.”





How We Work

Our approach to brief writing is structured and evidence-led, focused on producing a robust, actionable project brief that can be relied upon throughout design and delivery.

We begin by scoping what is already in place – whether that’s early ideas, engagement, data or a developing business case – to understand the project’s starting point and agree a defined programme of activity and engagement.

Working with senior stakeholders, we then establish a clear vision. Through focused workshops, we explore goals, objectives and measures of success, capturing these in a Vision Document that provides a consistent reference point.

We build a detailed understanding of requirements through targeted engagement, research and analysis, bringing together stakeholder needs, operational considerations, standards and spatial requirements.

Finally, we articulate this information into a concise, robust project brief. By testing and challenging options against the agreed vision, we create a single, authoritative reference that sets out strategic vision and objectives, sector benchmarking, project requirements and an outline programme.



“This approach creates clarity, alignment and confidence at the outset of a project – reducing risk and supporting informed, effective delivery.”



Our consultancy team works closely with you to define strategies that respond to your goals, capturing them in clear and engaging briefs that can be used as a reference point throughout later stages of the project.

“With an emphasis on listening and learning, we support clients in shaping environments that improve wellbeing and deliver long-term value.”





Benefits

Commercial benefits

- Structured priorities that focus time, effort and investment.
- Reduced risk of late change, supporting better cost and programme control.
- More confident, transparent and defensible decision-making.

Social benefits

- Engaged stakeholders with clear expectations and shared motivations.
- Requirements shaped around real patterns of use, not assumptions.
- Stronger ownership from those involved in and affected by the project.

Delivery & performance benefits

- Clear, coordinated requirements that are easier to design, manage and deliver.
- Defined measures of success, enabling outcomes to be tested and evidenced.
- Clear audit trails to support governance, scrutiny and post-completion evaluation.



“Clear briefs create clarity, reduce risk and provide evidence that projects have delivered what they set out to achieve.”

Our Experience

We have extensive experience writing briefs across a wide range of sectors, including Sport & Leisure, Hospitality, Workplace, Higher Education, and Residential.

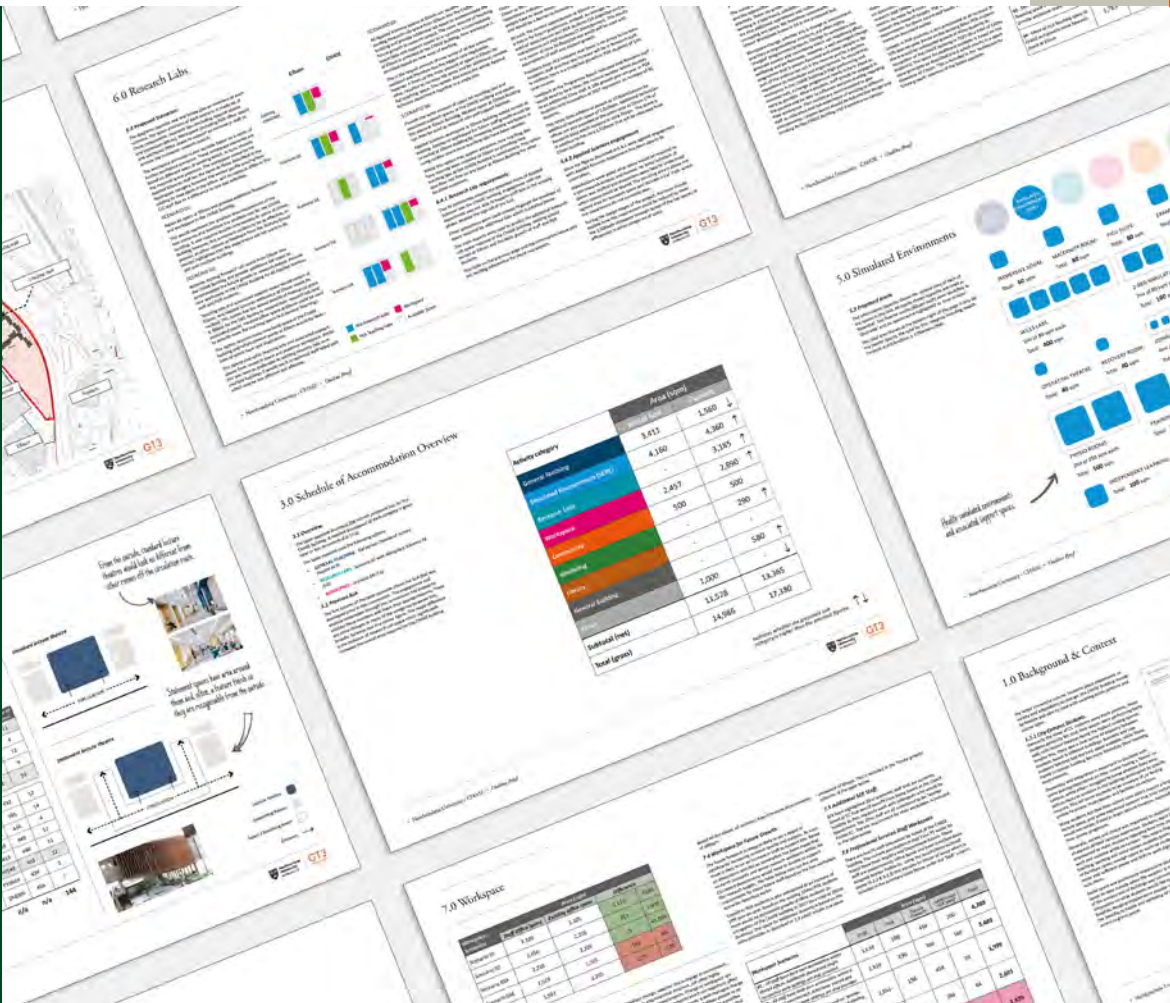
Our work spans individual spaces, single and multi-building projects, and large-scale masterplans. Our approach is particularly effective on projects with multiple stakeholders, complex sites or buildings, campus or estate-wide programmes, and schemes involving significant organisational or operational change.

The following case studies illustrate how our brief writing approach has supported clarity, alignment and successful outcomes across a range of contexts.

01: Civic Quarter

We have been working closely with Rushmoor Borough Council over recent years to help develop their new Civic Quarter in Farnborough. Previous studies were not well received by the public due to a lack of engagement. Our approach was people-focused and evidence-based – an extensive engagement programme with stakeholders and the public was undertaken.

Feedback from engagement, analysis and needs assessments directly informed the brief so it reflected desirability, feasibility and viability considerations. The brief was well received by both the public and council stakeholders and is now being used as a reference point for individual projects from the masterplan.



02: UoM

As part of a plan to expand the Computer Science department at the University of Manchester, we were commissioned to write the brief for a new teaching and research space, including options for how displaced professional services teams could be accommodated elsewhere on campus.

The briefing process involved a visioning session with senior stakeholders, engagement with staff and students to understand requirements, analysis of multiple buildings and an options appraisal to indicate how requirements could be met.

03: CHASE

We worked with Northumbria University on CHASE, a proposed new development to relocate the health & clinical skills facilities to the main campus. This represented a significant change, affecting circa 6,000 students and staff.

The objective of the project was to avoid a 'lift and shift' approach that replicated the existing spaces, and instead maximise the opportunity for fresh thinking and state-of-the-art facilities, while addressing the University's wider needs and enhancing the campus community.

Our Specialists

Josh Wardle

Passivhaus Consultant & IBN Building Biology Consultant

Josh is one of a small number of Sport & Leisure Passivhaus and Sustainability specialists in the UK. He brings deep expertise in building performance, low-energy design and occupant health to deliver measurable, long-term outcomes.

James Milne

Consultant & Sustainability Specialist

With a background in architectural technology, James combines technical understanding with political, governance and environmental policy expertise. He supports robust, defensible project decisions that stand up to scrutiny and approval.

Carys Thomas-Osborne

Project Consultant & Environmental Psychologist

Carys applies environmental psychology to better understand how buildings impact everyday experiences, our feelings, and behaviours. Her work informs evidence-based design decisions that support wellbeing, productivity and positive user outcomes.

John Kemp

Principal Designer (CDM & BSA) Consultant

With over 20 years’ experience, John specialises in the Principal Designer role across complex projects. His expertise in managing risk, including challenging conditions such as live infrastructure and constrained sites, ensures clear, coordinated and deliverable outcomes.



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