



GT3

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.



PEOPLE
ARCHITECTURE

01

Who We Are





Welcome to GT3! The practice that believes in **People Architecture**, creating purposeful, welcoming places shaped by curiosity, guided by evidence, and designed for people.



“These pages offer a glimpse into our thinking, our culture and our work. If it resonates, we’d love to start a conversation.”

Co-Founders

Simon Dunstan, Director

Mark Gowdrige, Director

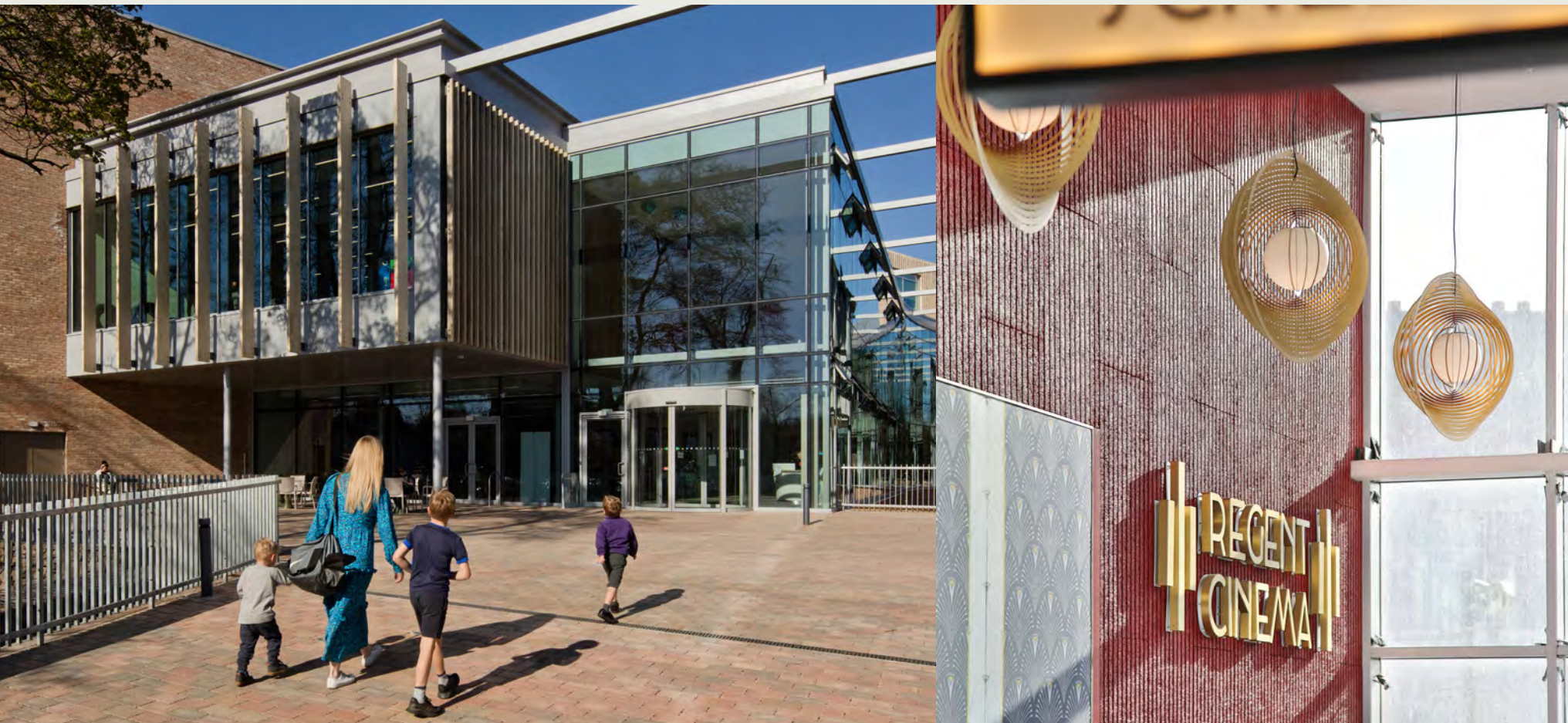
Image: ECLIPSE LEISURE CENTRE



About Us

Our projects are delivered nationally from four UK studios. We design award-winning projects across Sport & Leisure, Workplace, Residential and Hospitality sectors.

Working in close partnership with public and private sector clients, we create environments that support people, place and performance while delivering lasting commercial and social value.



Top Right: Residential – JESMOND 360 AXIS

Middle Right: Workplace – WATERSTONS OFFICES

Bottom Left: Sport & Leisure – MORPETH LEISURE CENTRE

Bottom Middle: Hospitality – REGENT CINEMA

Our Skills

We believe meaningful innovation is driven by the continual development of our practice and thinking, bringing clarity and purpose to briefing, design and delivery stages.

Our **Architecture**, **Interiors** & **Consultancy** Skills generate lasting commercial value and meaningful social impact for our clients—effective in isolation, but most powerful when brought together.

Bottom Left: ECLIPSE LEISURE CENTRE



RIBA Stage 0
Strategic Definition



ENABLE

RIBA Stage 1
Preparation & Brief



BRIEF

RIBA Stages 2 – 6
Concept & Technical Design, Construction



DESIGN & DELIVER

RIBA Stage 7
In Use



EVIDENCE



Architecture

An award-winning AJ100 architectural practice, grounded in people-first design.

Rooted in our People Architecture approach, our architects, technologists and consultancy specialists bring together creative thinking and technical expertise to design considered, well-crafted buildings.

We shape buildings around real needs, with a clear understanding of context, use and long-term performance. From early concept through to delivery, we work closely with clients and stakeholders to define clear, achievable briefs. Across sectors, we balance design quality with social, environmental and commercial performance, creating buildings that are intuitive, adaptable and grounded in their context. Sustainability is embedded from the outset, ensuring our buildings continue to perform as needs evolve.

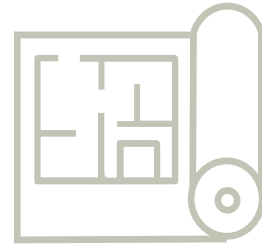
Our architectural services:

- New Build Architecture
- Refurb & Reuse
- Masterplanning



People Architecture shapes everything we do. Because when people are at the heart of design, places feel better, work better and last longer.





Interiors

We work closely with clients to create spaces that reflect identity, support wellbeing and respond to how people actually use them.

Our dedicated in-house team of interior architects, interior designers, graphic designers and environmental psychologists take a holistic approach to interior design – balancing visual impact with physical, environmental, social and psychological performance.

Whether working within existing buildings or new developments, we focus on creating environments that are intuitive, flexible and built around real user needs. We also develop design guidelines for multi-site organisations, creating consistency while allowing for local identity.

Our interior services:

- New Build Interiors
- Fit-Out
- Design Guidelines



80–90%

On average, we spend... of our time indoors





Consultancy

Through meaningful engagement and clear, evidence-led thinking, we help clients define what success looks like from the outset.

Our consultancy combines insight, strategy and collaboration to shape briefs that are grounded in real needs, not assumptions. Whether supporting masterplanning, workplace change or early-stage brief writing, we create clarity, build consensus and reduce risk. The result is a shared direction that leads to better decisions, stronger outcomes and spaces that genuinely work for the people who use them.

Our consultancy services:

- Brief Writing
- Workplace Consultancy
- Engagement and Consultation
- Pre and Post Occupancy
- Sustainability Strategy
- Passivhaus and Other Services



Our consultancy puts people and insight first. Because when decisions are grounded in how places are used, they feel better, work better and last longer.

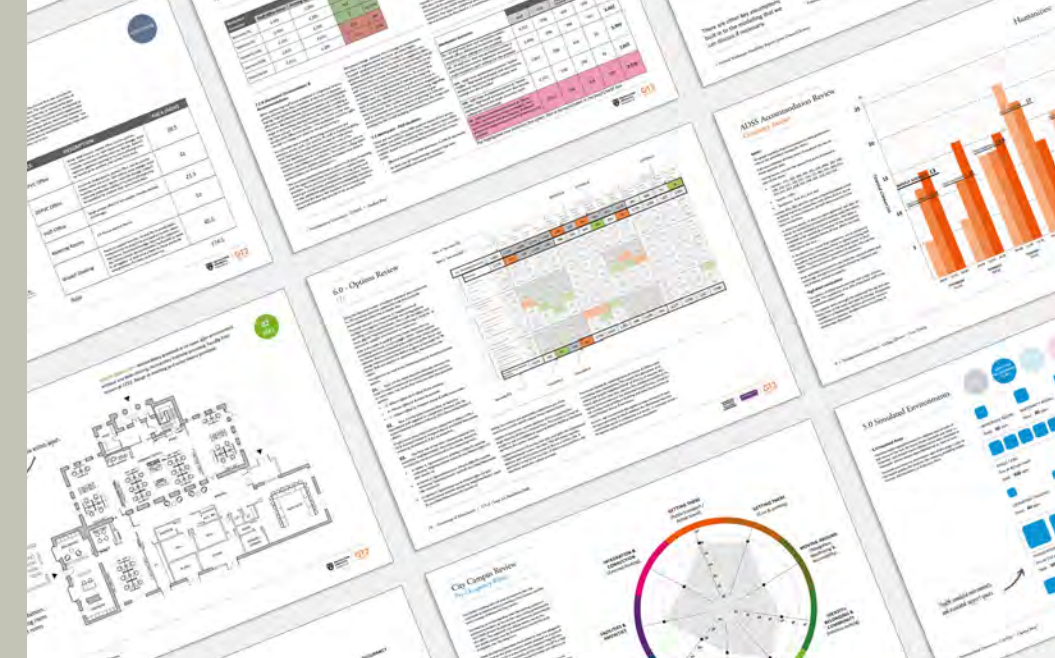


Our Services

Our services are people-focused and evidence-based, helping organisations define clear ambitions, engage stakeholders and establish robust project briefs.

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

Bottom Left: FAREHAM LEISURE CENTRE
Bottom Middle: SLOUGH ICE



Architecture

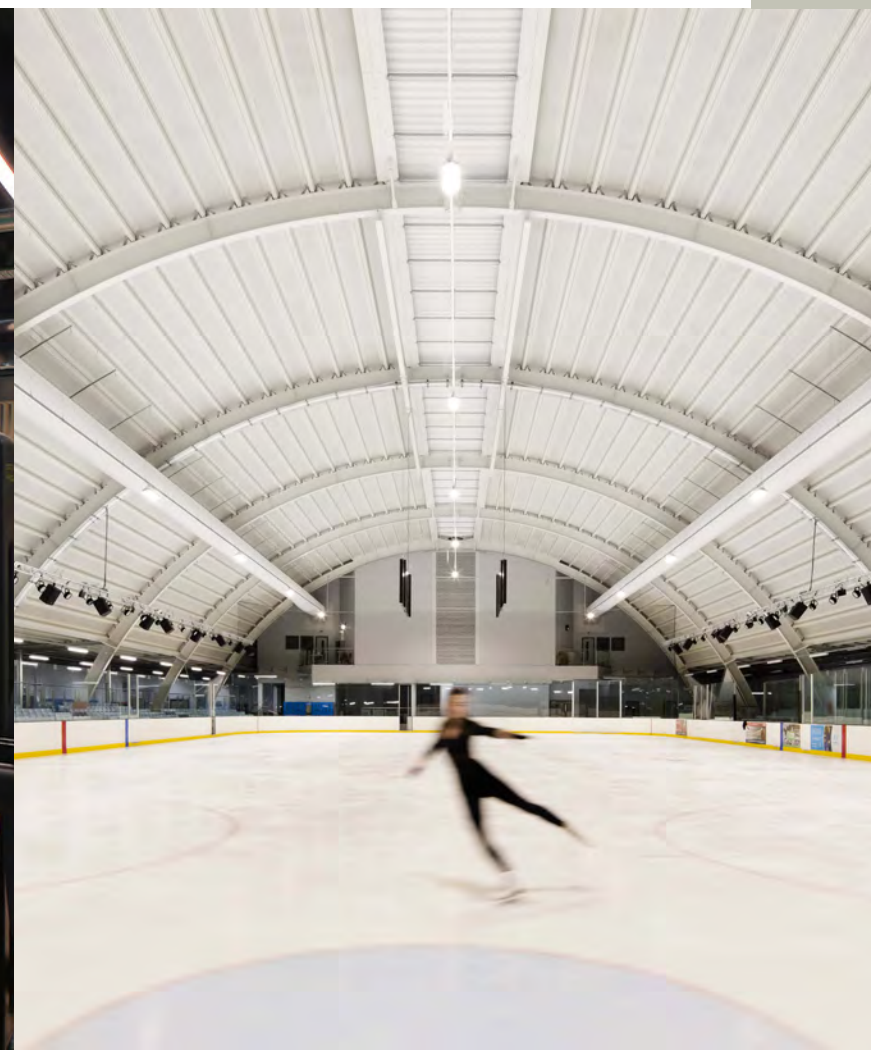
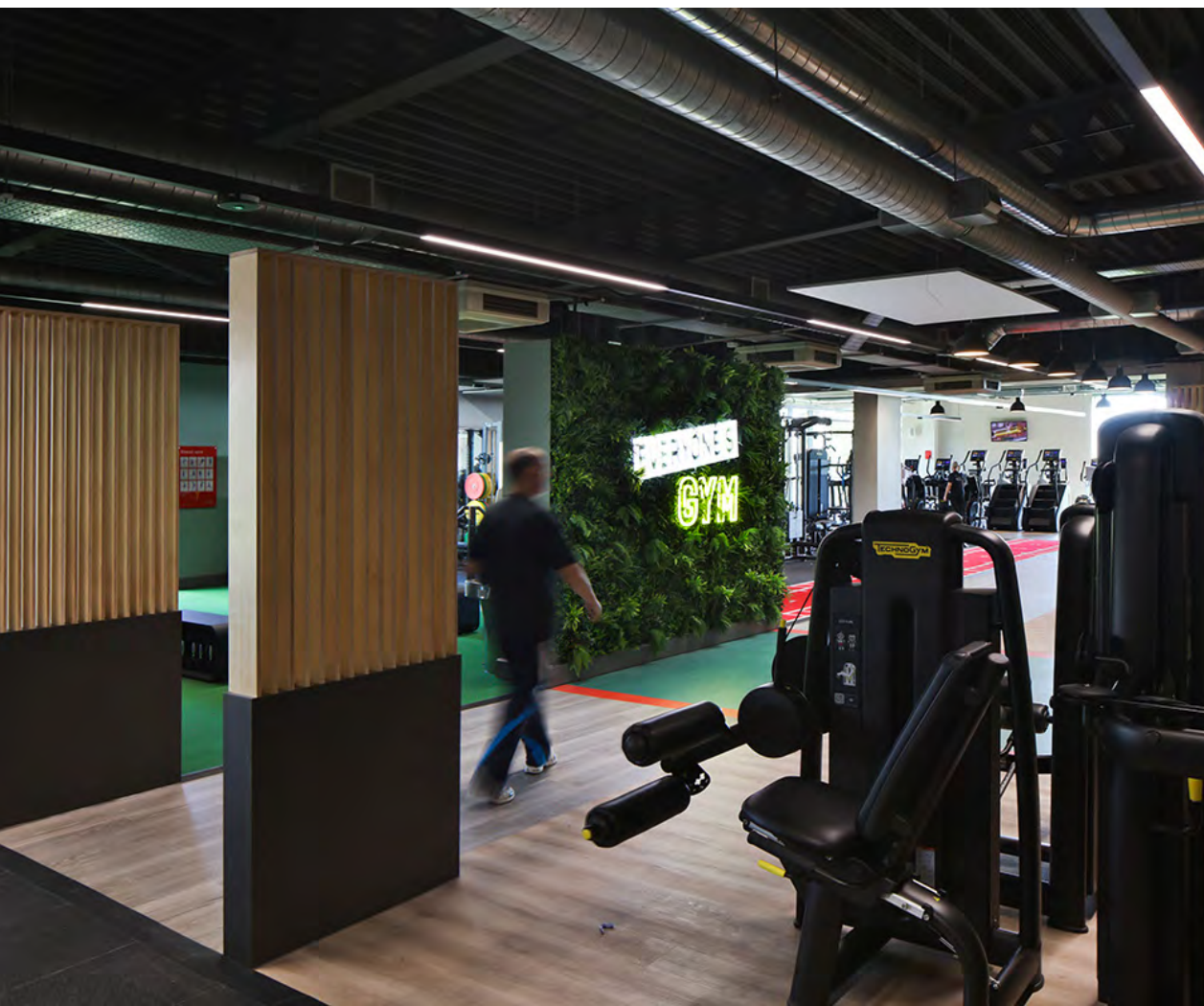
- New Build
- Refurb & Reuse
- Masterplanning

Interiors

- Fit-Out
- Brand Overlay
- Design Guidelines

Consultancy

- Brief Writing
- Workplace Consultancy
- Sustainability Strategy
- Engagement & Consultation
- Pre & Post Occupancy
- Passivhaus & Other Services
- Principal Designer (BSA & CDM)



“GT3 are a highly reliable partner, supporting our clients while aligning project teams around a shared vision. Their collaborative approach and consistent engagement from early stages through to completion give us real confidence in both the process and the outcome.”



Sarah Watts,
CEO
Development Partner
ALLIANCE LEISURE



allianceleisure

Image: HARROGATE HYDRO

02

Our Approach



People Architecture sits at the heart of everything we do;

creating spaces, places and buildings that **drive commercial success** while **empowering our clients** and communities to **achieve lasting social impact**.



PEOPLE
ARCHITECTURE



Driving Commercial Success

Commercial success is not about the cheapest solution – it's about the right one.

By combining evidence, insight and a holistic perspective, we guide and support our clients to create projects that are viable, deliverable and built for long-term value. Our team brings careful and creative thinking to the challenges each project presents, aligning stakeholders, shaping clear strategies and balancing ambition with cost, buildability and programme certainty. The result is joyful and inclusive architecture that works in the real world: efficient to operate, adaptable over time and built to deliver lasting value.

80%
of our work
comes from
repeat clients
and referrals



Here are a few of the ways we support our clients throughout the project lifecycle.

Stakeholder Alignment

Building consensus early to reduce risk, delay and redesign.

Procurement Support

Advising on routes to market aligned with project goals.

Robust Brief Development

Defining objectives and requirements to guide decision-making and investment.

Delivering to Budget/ Programme

Structured planning and reporting to build certainty and momentum.

Evidence-Led Design

Using data and insight to support business cases and strategic decisions.

Operational Efficiency

Designing buildings that reduce long-term running and maintenance costs.

Cost-Informed Decisions

Integrating cost awareness throughout the design process.

Economic Sustainability

Creating flexible spaces that support evolving needs and revenue models.

Success Planning

Guiding projects through planning with clarity and strategic engagement.

Enduring Value

Designing places that remain relevant, attractive and commercially resilient over time.



Empowering Social Impact

Real social value is designed with purpose – not added at the end.

The places we create shape how people live, connect and thrive. That's why social impact is built into our process from the outset; not as a tick-box exercise, but as a core part of delivering more sustainable places. When people feel heard and included, projects deliver more – for clients, communities and future generations.

Our approach is simple; listen well, involve people early, and design openly. Through a genuine commitment to transparency, collaboration and joy, we create spaces, places and buildings that continue to deliver long after handover.



**Our projects
are recognised
not just for their
design, but for
the evidenced
social impact
they deliver.**



We design bespoke spaces that actively support activity, inclusion and connection. We prioritise:

Real Engagement

We make the design process open, understandable and enjoyable, so everyone can help shape the right outcome.

Evidencing Success

Using pre and post occupancy to test, learn and evidence success – making sure our buildings live up to expectations.

Research and Investment

Real investment, our designs respond to real social challenges in practical, meaningful ways.

Designing for Wellbeing

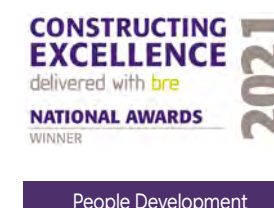
Creating environments that support physical health, mental wellbeing and social connection.

Inclusive Design

Removing barriers so spaces are accessible, welcoming and usable by everyone.

Flexibility and Longevity

Designing buildings that can adapt to changing community needs over time.





450
school children
supported in 2025

Evidencing Success

It's not just about the design – we take time to understand what success looks like for our clients and how it's delivered.

Using National TOMs, we track social impact from the outset, giving contractors a clear foundation to build on and aligning the wider team around shared outcomes.

Our Process

Our projects are supported by a dedicated Community Champion, who works closely with clients to agree social value commitments, align them with wider goals, and generally keep things on track.

We measure progress through National TOMs reporting, giving clear, transparent outputs and ensuring commitments are delivered and evidenced.

We also act as a central point for the wider team – safeguarding a shared framework for success.

The result is a clear, consistent approach that delivers real, measurable social value – from Stage 0 through to long after the doors open.



Our Framework



Improving
Health and Wellbeing



Enhancing our
Environmental Ambitions



Supporting the
Next Generation



Supporting Local
Businesses and VCSEs

Where We've Made a Difference

Whatever the sector, and whatever the project, our approach has been designed to ensure your project delivers evidence-backed, long-term value.

Knarborough Leisure and Wellness Centre

- ✓ On programme and to budget
- ✓ Designed up to BREEAM Excellent
- ✓ 144% increase in GP referrals
- ✓ 6,000 monthly bookings
- ✓ 31% above membership target
- ✓ Twinned programme with Harrogate Hydro Leisure and Wellbeing Hub



Morpeth Sports and Leisure Centre

- ✓ On programme and to budget
- ✓ 200% swim, gym and class increase
- ✓ 114% increase in library usage
- ✓ 65% membership increase
- ✓ Local Natwest branch saved
- ✓ 599k additional economic footfall generated in first 6 months

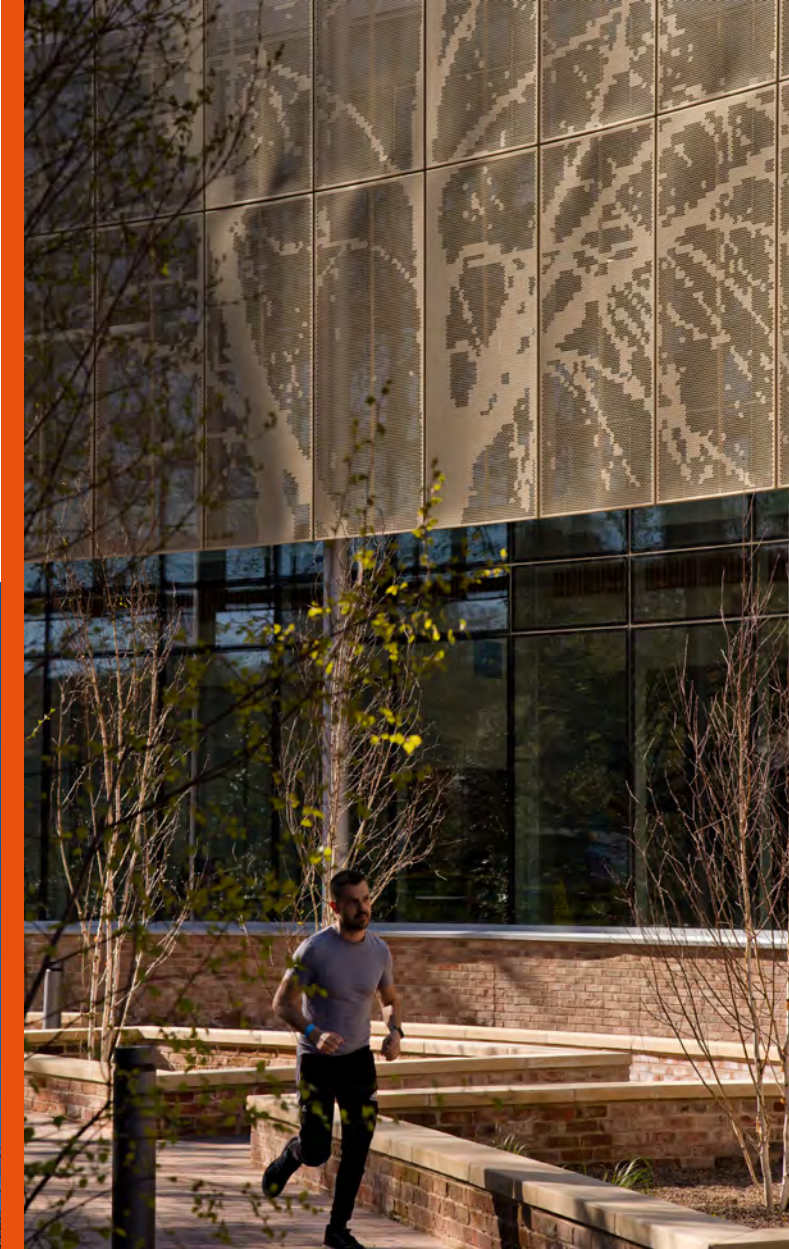
Oakwell House, Private Workplace

- ✓ 12% increase in work away from desks
- ✓ 98% satisfied with layout, look and feel
- ✓ 100% say it supports collaboration
- ✓ 95% say it encourages informal meetings
- ✓ 94% say it's an enjoyable space to work
- ✓ 100% feel the space reflects organisation culture and identity

“Congratulations on the accessible swim facilities. The Changing Places with hoisting is fantastic, with a door directly onto pool side. My daughter has severe cerebral palsy and struggles to access swimming pools. Today the process was seamless, very easy and comfortable for her. I don't give positive feedback very often but this is very worthy... Thank you!” Private end-user



“The new facilities are transforming local sport and activity, with a fantastic atmosphere and strong community use. Since opening, gym visits have nearly doubled, with some of our highest satisfaction ratings.”



Andrew Mowbray,
Director of Projects
ADVANCE NORTHUMBERLAND



Image: MORPETH LEISURE CENTRE

03

Sample Case Studies



Eclipse Leisure Centre

Client: Spelthorne Borough Council
Value: £43.5m
Region: South East, England
Completion: Autumn 2024
Skills: Architecture, Consultancy

“Europe’s largest Passivhaus wet and dry leisure centre, setting a new benchmark for design”



Commercial Highlights:

- Up to 60% operational energy reduction
- Up to 40% reduction in water consumption



Social Impact Highlights:

- £8.5m social value generated for the community
- Inclusive design removing participation barriers



BUSINESS
AWARDS UK

iese
Awards
2025

AWARDS

2025
WINNER

Regent Cinema

Client: Redcar & Cleveland Borough Council
Value: £8m
Region: North East, England
Completion: Spring 2024
Skills: Architecture, Interiors

“A seafront Art Deco cinema
restored to support local culture
and town centre vitality”



Commercial Highlights:

- Delivered early with cost savings
- Supports town-centre evening economy



Social Impact Highlights:

- Preserves local heritage and identity
- Inclusive cultural destination



Rockliffe Hall Hotel

Client: Rockliffe Hall
Value: Confidential
Region: North East, England
Completion: Ongoing
Skills: Interiors

“Enhancing Rockliffe Hall’s luxury hospitality offer through carefully considered interior design”



Commercial Highlights:

- Interior refurbishment supporting premium guest experience
- Enhances the long-term value of a luxury resort destination



Social Impact Highlights:

- High-quality spaces supporting wellbeing and relaxation
- Elevates the visitor experience within a landmark resort setting



Helios Building

Client: Confidential
Value: Confidential
Region: South East, England
Completion: Summer 2025
Skills: Consultancy, Interiors

“Large-scale CAT-B workplace fit-out supporting flexible working”



Commercial Highlights:

- 2,800 sqm CAT-B fit-out across two floors
- BREEAM Excellent workplace delivered



Social Impact Highlights:

- Co-designed workplace shaped through stakeholder engagement
- Narrative-led interiors reinforcing identity and culture



Morpeth Leisure Centre

Client: Northumberland County Council
Value: £21m
Region: North East, England
Completion: Spring 2023
Services: Architecture

“A landmark leisure destination
boosting tourism, supporting locals
and creating a vibrant community
hub”



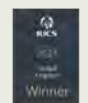
Commercial Highlights:

- 175% increase in annual attendance
- £599k uplift in town-centre spending



Social Impact Highlights:

- Integrated civic hub for community services
- Improved health and wellbeing outcomes



Hydro Harrogate

Client: Harrogate Borough Council
Value: £13.5m
Region: Yorkshire, England
Completion: Spring 2023
Skills: Architecture

“Reimagining the entrance and fitness offer to improve arrival, visibility and user experience”



Commercial Highlights:

- Extended asset life through refurbishment
- Modernised facilities supporting income resilience



Social Impact Highlights:

- Improved accessibility and inclusivity
- Supports health, wellbeing and social connection



Boldon House

Client: Durham University
Value: £20m
Region: North East, England
Completion: Spring 2025
Skills: Consultancy, Interiors

“Transforming an existing building into a sustainable, people-focused workplace”



Commercial Highlights:

- Repurposed asset delivering sustainable workspace
- Major regional investment supporting 700 staff



Social Impact Highlights:

- Co-designed workplace shaped by 75+ staff engagement sessions
- People-first environment supporting collaboration and connection



Oakwell House

Client: South Yorkshire Pensions Authority
Value: £1.2m
Region: Yorkshire, England
Completion: Winter 2022
Skills: Consultancy, Interiors

“A contemporary workplace supporting new ways of working after COVID-19”



Commercial Highlights:

- Purpose-led workplace supporting agile working
- Flexible fit-out adaptable to future change



Social Impact Highlights:

- Staff-focused environment shaped by corporate values
- Supports collaboration, ownership and community



Slough Ice Arena

Client: Slough Borough Council
Value: £7m
Region: South East, England
Completion: Spring 2019
Skills: Architecture, Interiors

“A modern ice arena designed for community use, performance sport and year-round activity”



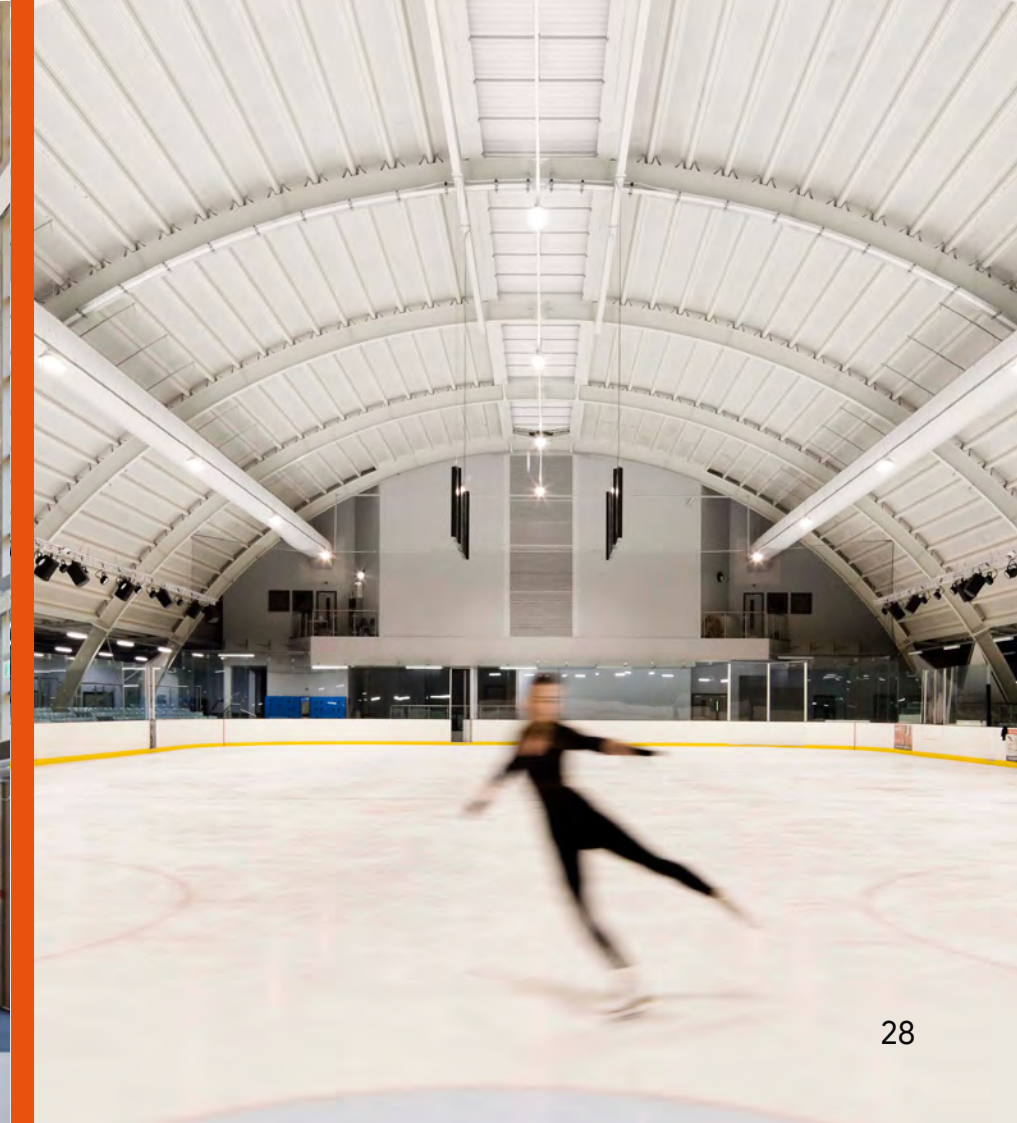
Commercial Highlights:

- New revenue-generating leisure uses
- Enhanced national profile and visibility



Social Impact Highlights:

- Supports local wellbeing strategy
- Inclusive, multi-generational facilities



J360: Axis

Client: Jomast Developers
Value: £12.5m
Region: North East, England
Completion: Summer 2025
Services: Architecture

“A landmark residential tower completing the Jesmond Three Sixty masterplan”



Commercial Highlights:

- Strengthens Newcastle's prime residential market
- Enhances the long-term value of the wider site



Social Impact Highlights:

- Delivers new city homes in a connected location
- Strengthens neighbourhood character and activity



Harrow Lodge

Client: Havering Borough Council
Value: £25m
Region: South East, England
Completion: Spring 2021
Skills: Architecture

“High-quality leisure hub
championing community health,
participation and inclusive access to
sport”



Commercial Highlights:

- Delivered to budget during Covid-19
- Operator branding incorporated
- +6,500 fitness members



Social Impact Highlights:

- Key community hub with landscaped plaza, trails and play area
- Wheelchair accessible gym
- Specialist diving pool and wheelchair accessible wet leisure facilities



Farnborough Leisure

Client: Rushmoor Borough Council
Value: £20m
Region: South East, England
Completion: Autumn 2027
Skills: Architecture, Consultancy

“Reconnecting Farnborough with accessible leisure and activity through contemporary, community-focused design”



Commercial Highlights:

- New town-centre leisure destination
- Diversified income through high-capacity offer



Social Impact Highlights:

- Improved access to health and wellbeing
- Inclusive design supporting all ages



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