



DO THINGS DIFFERENTLY/

To **define**/ the built environment through positive architecture & design focused on 'great' people.

We are young, ambitious but have the experience to deliver!

We believe in re-instating the connection between key life events and architecture to create user focused spaces, which actively contribute towards everyday life.



DESIGNING FOR YOU/

Bringing a sense of 'Hygge.'

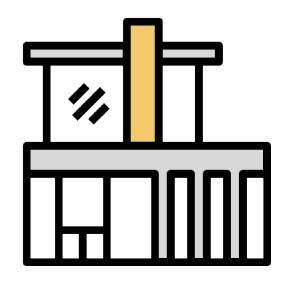
Whether you are planning on building your new home, refurbishing an existing property, self-build or multi-property and commercial developments; our design approach aims to create user-focused spaces, which are simple and functional.

Based on our influence from Scandinavian lifestyle and design, we strive to create environments, which are conceptually rich and technically well executed; placing people first. The simpler it looks, the more attention has gone into creating the smallest of details. Through an iterative design process, we

seek to extract your project needs and requirements; placing you and the end user at the heart of design.

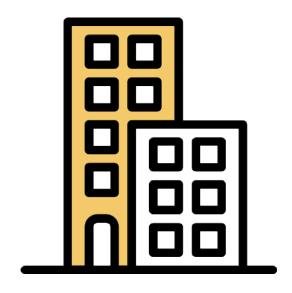
Maximising a scheme's design potential is important yet understanding your budget and viability is imperative for a successful outcome. We pride ourselves on strong communication to guide you through the design process.

This manifesto focuses on the things that matter to us at Define. The principles of our design ethos, which we believe create unique spaces and iconic architectural statements. It intends to provide some useful tips and advice on how to get the best out of your projects. Defining your brief, your budget and realising your ambition... We are Define.



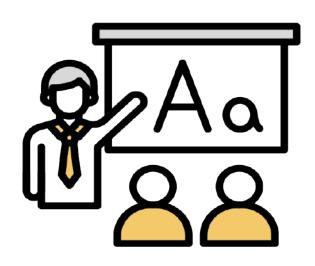
PRIVATE RESIDENTIAL/

From one off new build homes through to extensive home refurbishments, we create places for families to thrive in. Our bread and butter!



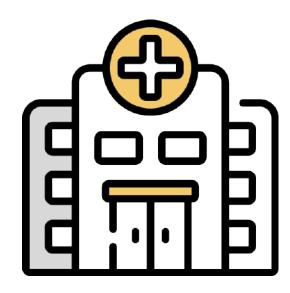
MULTI RESIDENTIAL & LATER LIVING/

Whether it is a small sub-urban scale development through to city centre urban regeneration schemes, we have a breadth of experience in singular or multi building schemes across the North West, UK and U.S.



EDUCATION/

With a background working in both the public and private education sectors, our portfolio includes working with Local Academic Trusts and Private Education Groups.



HEALTHCARE & INTERMEDIATE LIVING/

With an ageing population, the need to provide different facilities and accommodation to cater for different needs is becoming more important than ever. We work with Private Healthcare providers on new build and existing facilities to help diversify their offerings.

WORKING WITH YOU/

Defining your project.

We want to work with clients, collaborators, contractors & developers, who share the same passion and ambition for architecture as our team.

- We aim to produce architecture, which is meaningful, user-focused and memorable.
- We love what we do, and we deliver results.
- We aim to tackle risk and eliminate concerns.
- We love working with a diverse range of clients, stretching across a variety of sectors.

Finding the right Architect and Consultants is crucial

to the success of any project and working with 'local' suppliers does not result in a better product. We believe in a 'people first' approach and encourage you to find the right people, who you can contact to discuss the minor details throughout the project lifespan.

We are not sector specific!

We do not believe in being sector specific; architecture has the power to work across multiple sectors and can be translated to respond to different user specific requirements. We work on project's we are proud of and projects which we know we can make an impact on with?.



NEVER COPIED & PASTED/

Spaces which connect the user to their environments and embed them into everyday life.

We believe great architecture is built on a foundation of functionality, purpose and strengthens the connection between place, culture and people.

Architecture is not just about design but the people you work with. Architecture has the opportunity to express your design and lifestyle beliefs to a wider audience. This audience may be your family, clients, stakeholders or end-users, yet our task stays the same; to understand the different needs and

aspirations of a project to create architecture, which engages and provides purpose.

We are young, ambitious but have the experience to deliver!

We are a young, vibrant office that strives for exciting, creative design solutions but what sets us apart is that we have a track record of delivering built projects across a number of sectors and scales for a wide range of different clients.

A large part of our work comes from repeat work, demonstrating our commitment to clients and the value they place on our work.



S-M-A-R-T-E-R PLACES/

We believe in creating smarter places.

Successful architecture embeds itself into it's local environment; creating amazing communities and improving infrastructure for future development.

Developing schemes, which are though-provoking and sustainable yet have one eye on your financial, social and economical needs is our objective.

We can contribute towards a better tomorrow by creating schemes, which apply sustainable strategies focusing on your company's environmental, social & ESG agendas; wiith one eye on the building

methodology and carbon footprint. Solutions, which strike a balance between these factors are what we believe creates successful SMARTER robust and timeless architecture.

Site Specific

Meaningful

Ambitious

Reliable

Timeless

Engage with the wider community

Responsible for the future



A SENSE OF COMMUNITY/

Building the right team.

Working with a selection of specialists will increase the likely success of your project. Through working across the UK, Denmark and the U.S, we have built strong relationships along the way, establishing a strong community of architects & consultants, each with their own specialty.

At the beginning of a project, we will recommend and can assist with assembling your design team with consultants we or yourselves have a long standing relationship with. Understanding your colleagues in the studio increases the strength of a project, and the same applies to consultants and contractors.

Working collaboratively.

Innovation is at the heart of what we strive to produce. 3D modelling and co-ordination is becoming extremely crucial in the delivery of a project and we use a range of software solutions depending on the complexity of the project. From BIM work flows to Common Data Environments, we have the in-house experience to create fully co-ordinated schemes, whilst others may require 2D drawings only. We tailor our package to your needs to save time and cost on resource to maximise efficiency.



MORE THAN ARCHITECTURE/

Helping you realise your scheme's potential through more than architectural design.

We provide additional design services on projects we are involved in directly or other schemes you are already working on, providing 'More than the Architecture.'

Partnering with our in-house visualisation team, we produce 3D visualisations for you or your clients throughout a project journey, which are used to present the overall vision but also refine the smallest of details on a project. We also work with other

Architects and Developers to provide visualisations for their current schemes.

Using in-house 3D priniting technology, we can also create scaled physical models for key project milestones including public consultation or simply to help realise the scheme.

Looking ahead to the future, we are investing in virtual reality software, which will feed into our design approach for both private and commercial projects, whilst assisting with post development marketing and off-plan sales with developers.

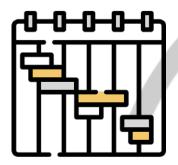






















A TURN KEY SOLUTION/

Bringing project management in-house to simplify the process.

To streamline the project process makes life easier for you, we can provide project management on a variety of projects throughout the different project stages.

Creating your brief, project team and defining the project programme & budget in-house allows us to curate a strong foundation for the project and gain greater cost control during the project development.

We can deliver Contract Administration and Project

Management roles during the Technical and

Construction Stages (RIBA Workstages 4, 5 and 6) on Traditional, Design & Building and Construction Management procurement routes.

Alternatively, if you have existing consultants you work with, we can work collaboratively with them throughout. We also tailor our additional involvement and responsibilities to suit your project, providing ultimate flexibility across the life cycl4e of your project.

OUR APPROACH/

Our design process has been structured and tailored to adapt to your individual requirements.

When you choose to work with us, you choose a partner in designing and delivering your scheme. You will also know that we have chosen to work with you.

To allow us to thrive, we value strong communication and a particular process of working.

To enable us to deliver projects successfully, we ask that you place your trust in us, and our working methods to bring you into the decision making process and keep you up to date at all times; be it

good news or a matter which needs addressing. When working on complex projects, problem solving is a very important aspect to project management so keeping you informed at all times allows a pro-active approach to design and delivery to be established.

A shared design ethos and aesthetic will allow a successful project to develop. This is a value-based approach, which creates strong synergy between us and yourselves.

Overleaf is a breakdown of the RIBA Work Stages with an insight into what to expect when working with us. We hope you find this guide useful.





GETTING TO KNOW YOU/

RIBA Work Stage 0-1/ Preperation & Brief

Many underestimate the early stage of a project, yet it builds the foundations towards a successful journey.

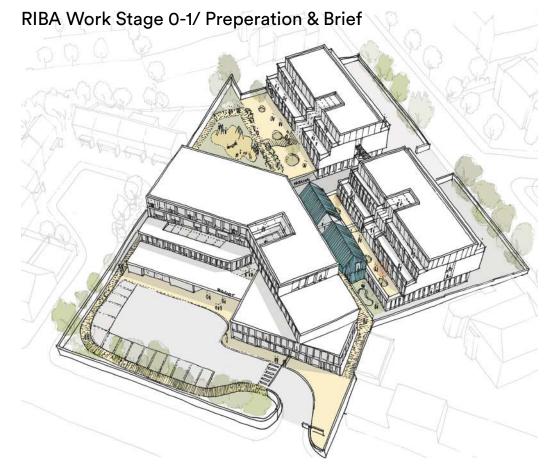
During this important pre-design stage, we do all the preparation for a successful project. Spending time to get to know you and your core values at the beginning of a project is key to our process. We believe this helps to create projects, which are individual and specific to your requirements, tailored to how you want to live.

We will discuss budgets and what we believe is feasible and realistic, as well as identifying an early programme, for us to understand your aspirations in terms of quality, sustainability, flexibility, and values.

At this stage, we translate your brief and thoughts into early design strands to base the project concepts on.

We also do good coffee and a selection of flavoured teas in the studio too!

FEASIBILITY DESIGN/



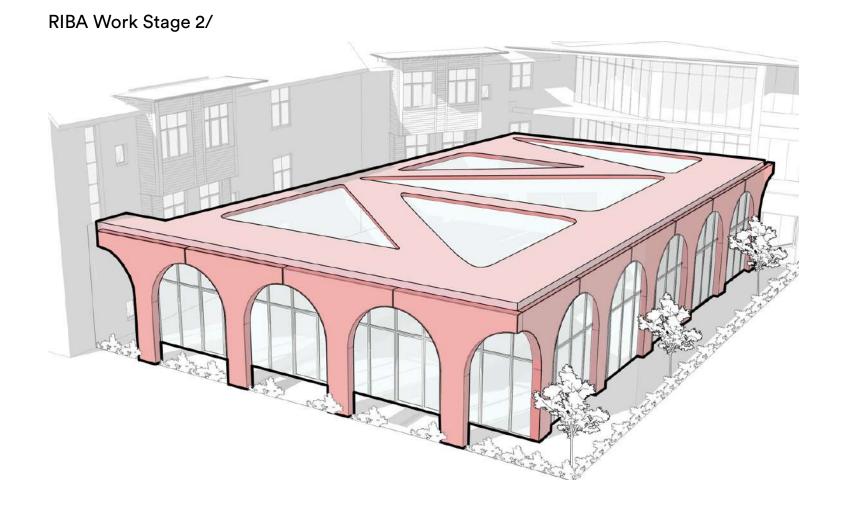


Let the imagination take over.

At the early stage of the project, we carry out an extensive review of the site and produce initial designs to capture our early thoughts. We visit the site to understand the context of the project, and how we can utilise the connection between the surroundings and your daily routines. Capturing the imagination and establishing mutual design and sustainability strands, setting up the project for the next design stage. We can produce 3D site models to help visualise your project beyond 2D drawings. We arrange topographical and measured building surveys to form a basis from where we can work.

CONCEPT DESIGN/





The 'most' exciting stage of the project where your project starts to become realised.

Working across a series of different media to challenge our design process and interrogate the key design ideas of the project. Further establishing the initial design ideas. We begin to present a series of layouts to challenge your brief and daily routines.

During this stage, depending on the size and complexity of the scheme, we will advise whether initial engagement is required with the Local Planning Authority and other Key Stakeholders on the project.

We will also review the project programme and produce an outline cost plan. Often this is carried out by an independent Quantity Surveyor or the Project Manager.

At the end of this stage, the key concepts will be identified and developed, with the finalised massing, scale, materiality and build-ability techniques of the scheme identified.



DETAILED DESIGN/

RIBA Work Stage 4/

Realising the true potential of the scheme and ironing out the creases.

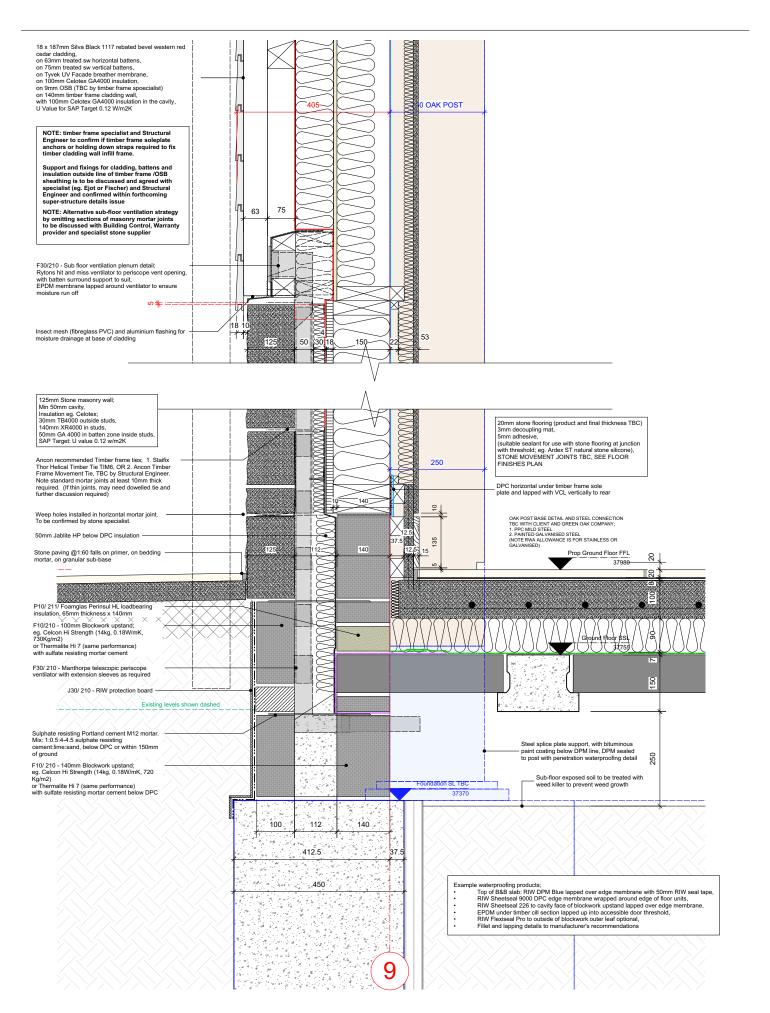
Once we have developed the initial concepts and the relationship of the scheme to the landscape, at this point, pre-application advice will have been received and/ or all stakeholders of the project have been consulted.

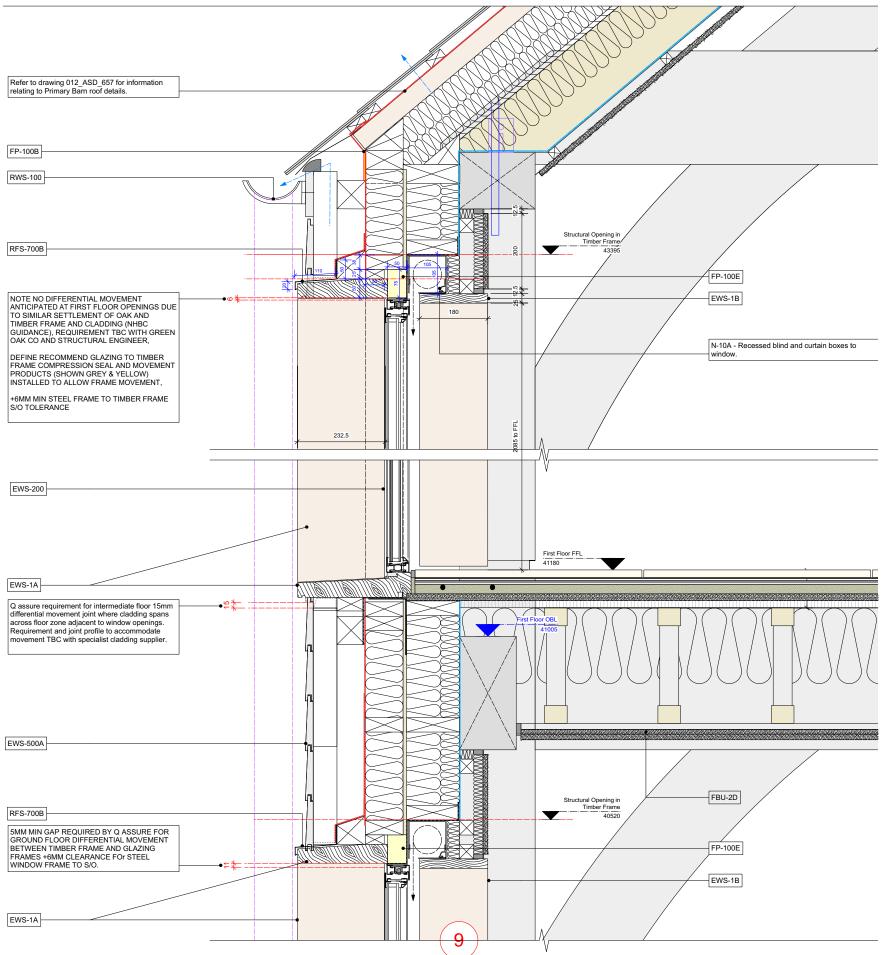
This stage focuses on formalising the spatial layouts and final development of the design with the aim to submit for planning permission. To do this, all areas of the design will be fully designed and key technical facade details often reviewed to ensure the buildability of the scheme.

The cost plan is reviewed and further developed based on the more comprehensive detail created.

Depending on the scale of the scheme, initial structural, mechanical and sustainability proposals will be developed and fed into the cost plan.

Final 3D visualisations and a physical model can also be produced for personal use or marketing purposes.





TECHNICALLY CRAFTED/

RIBA Work Stage 4/ Technical Design

The devil is in the detail. Creating strong concepts is key to a project however refining the technical details of all aspects of the design is crucial to the end result.

To achieve simplicity and clean lines does not mean minimal input, it results in meticulous technical drawing packages and strong collaboration between consultants, client and contractors.

In order to translate a contemporary design into a building, high quality technical drawings are required.

We produce a detailed package of drawings,

schedules and specifications that cover how the building is put together, finished, and fitted-out.

Engaging with you at this stage is even more important that the early stages. During this stage we will have multiple meetings with you to finalise all details and choice of materials and products.

Depending on the cost sensitivity of the project, we recommend that a cost plan is produced or updated so that there will be a solid basis for any negotiation or changes to achieve savings, once the project has been tendered to contractors. Project programming and contract choice is also finalised at the end of this stage.



CONSTRUCTION/

RIBA Work Stage 5/

On-site construction monitoring and assisting the contractor; to promote collaboration and ensure a successful build.

From assisting with the mobilisation of the project through to regular communication with the contractor during the build, our role varies depending on your project scope.

We will be responsible for answering contractor queries and help them resolve any issues which arise on site. Through strong collaboration, we can maintain high design standards whilst keeping track on the

project programme, build quality and cost control.

A Contract Administrator (CA) will administer the building contract and certify any sums of money to be paid to the contractor in conjunction with the Cost Consultant. Either we carry out this CA role, or the Cost Consultant can take this on. Sometimes, it is an advantage if we are not the Contract Administrator, as we can then maintain a less fractious relationship with the contractor and focus on quality of delivery.



HANDOVER/

RIBA Work Stage 5/

Once you move in that doesn't mean it's the end.

Depending on the nature of the project we are often on hand to provide support for any issues that arise and assist the contractor in rectifying these issues.

We also want to hear your experience(s) in the spaces we curate and say hello from time to time.

We value all of our clients & consultants, placing huge importance on maintaining relationships with everybody. With so much energy embedded in the scheme, we want to monitor how our schemes

perform and how we can always improve on your experiences.

Feeding back user-experience into our research.

Understanding the social and physical response to our architecture allows us to grow and evolve as a practice; feeding back into our research and applying 'lessons learnt' into our future schemes.



FEES/

What do you budget for a project?

We base our fees on the resource required however sometimes it is more favourable to you if we apply a percentage fee of the construction cost. We want to ensure that we dedicate the required time to achieve excellence across all work stages, so we discuss this at the beginning of the project with you.

Typical you can expect architectural fees to range between 8 and 15% of construction cost.

The percentage fee is not arbitrary and will vary depending on project sector and value, but based on our experience of delivering similar project, these are trends in the current market.

Some people query what the incentives are to keep project costs down, so we fix our fee. We will only revisit our fees if the scope of work significantly changes. As such, we find our clients have confidence that there are no surprises along the journey.

A tiered system of fees, allow you to have control on your budget by opting for only the services you require. We will outline the options to you upon enquiry and discuss the finer details once we understand your brief and budget further.



WHO WE ARE/

Founded on a passion for architecture and design, Define is a Manchester based Architectural Practice led by partners, Gavin Watts and Ashley Taylor-Watts.

Influenced by time working in Scandinavia, our design approach aims to create architecture, which is robust yet elegant. Taking the fuss out of architecture with our schemes focused on the user-experience.

Our ambition is to promote great design and champion collaboration within our industry. Materials which are robust yet innovative provide the foundation to create architecture which is timeless and will stand the test of time.

We are young, ambitious but have the experience to deliver!

If you have a project in mind which you would like to discuss, please call and pop in for a coffee to discuss.

