



# Feasibility Study: Helping you understand what is possible before committing significant resources

**Graham Ford**

Feasibility study and Strategic Brief Development

**GF+A**  
GRAHAM FORD +ARCHITECTS

## About Graham



I am the founder of GFA overseeing the firm's operations and design. I received my BArch and MArch from Victoria University of Wellington, and my PhD from RMIT University. I have received numerous awards including a Victoria University Master's Scholarship and a Todd Foundation Scholarship.

Recently completed projects include Leiths School of Food and Wine and the office is currently working on the River Club masterplan and a banqueting hall for the Harrow Masonic Centre. I have been involved in several projects that have received design awards from the Royal Institute of British Architects including the Roundhouse Theatre in Camden Town and the London 2012 Olympic Games. I am the author of 'The Total Environment Masterplan' and I have taught design at Cardiff, Nottingham and Reading Universities.

**Experienced advice that puts you  
in control of your design project  
from the beginning.**

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# Our vision and mission

## **OUR VISION**

To design sustainable energy producing buildings and masterplans in one fully functioning system, comprising architecture, landscape and infrastructure that does not degrade ecosystems and accelerate climate change.

## **OUR MISSION**

To design energy producing buildings using a collaborative process that reduces our impact on the planet by utilising our knowledge of construction, prefabrication, natural systems and materials.

# What problems you may have?

You will most likely have clarity about your project's outcomes, but you will depend upon your adviser for advice on design, construction, budgets and sporting requirements. You have to trust us that we will give you the right information and lead your project in the right direction.

You will need accurate information when it comes to making decisions regarding the viability of your project. You might have a very good understanding of your project from a business or strategic angle, but it is critical to make sure that your vision is possible and meets your budget.

## How can a strategic brief help you?

Working with me as your architect will help you discover what is possible to fit on your site without spending a fortune. If you have a Project Manager I can work with them using my spatial design skills to help you understand both the constraints and opportunities of your site.

Other reasons to do a feasibility study include:

- To help you clarify why you want to do the project.
- To help you select the best long term solution for your club, school or development.
- To clarify what the return on investment might be.
- To clarify the impact on your business, school or club.
- To stress test the assumptions you have made in your business plan (if you have one).
- To clarify the risks associated with planning.
- To clarify the construction budget.

**Every decision you make on a project impacts scope, specification, time and budget.**

**Talk to us before you start,  
we can prevent costly mistakes.**





*Leiths School of food and wine by Graham Ford Architects*



*Hyde Park Boating Pavilion by Graham Ford Architects*

# Six things you need to know about a feasibility study

## 1. The steps in the feasibility study process are: *Research, Test, Review, Rework.*

The **research stage** involves reviewing the historical development of the area including previous planning and design studies. I would gather information on wildlife, ecology and biodiversity. This phase also involves understanding your business, what the current issues are for you and why you need to embark on a feasibility study.

The **test stage** is where your goals, vision and brief are translated into diagrams and models so we can evaluate these against your goals, brief and design criteria. I will complete 'test fits' of the spaces and activities you need to accommodate on site.

The **review and rework stages** involve a design workshop with your team where the initial ideas are explored, reviewed and then reworked following feedback.

## 2. Does the feasibility study include writing my brief?

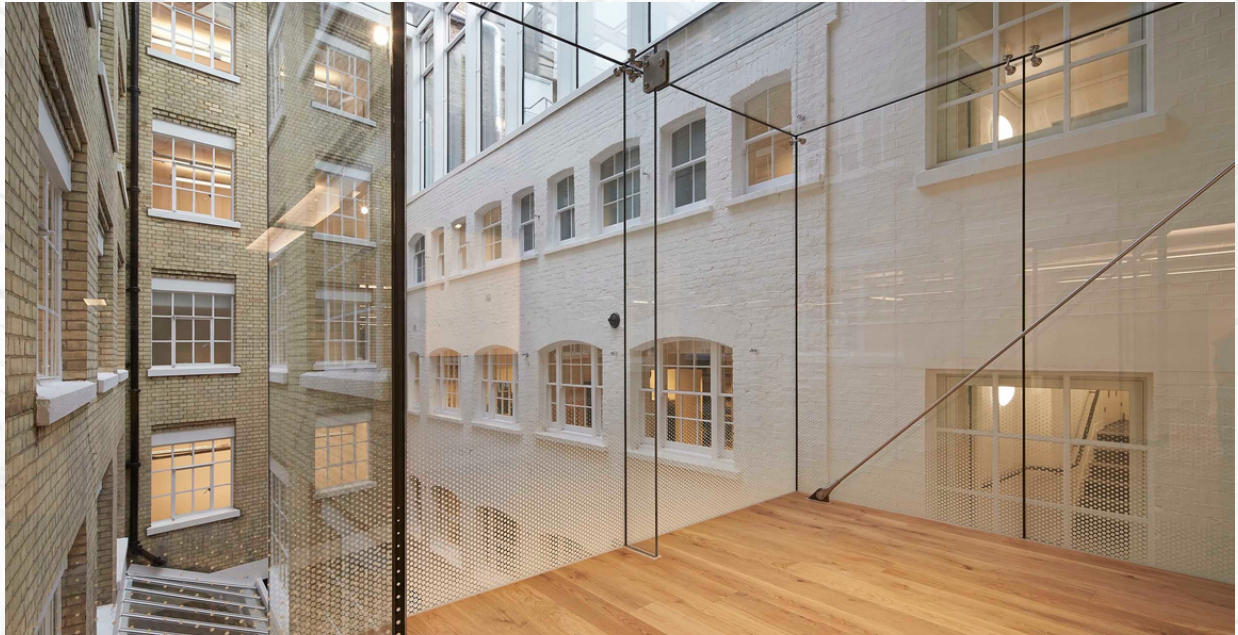
Your brief should be written before you commence the feasibility study.

## 3. How long will a feasibility study take?

Normally on a complex project involving an estate of buildings it would take 2 months.

For a new building or renovation to a club or school a feasibility study may take up to 6 weeks.





*Detailed office fit-out design in collaboration with John McAslan and Partners*

## **4. How much does it cost?**

This varies from £3000 plus vat for something relatively simple to £25,000 plus vat if this involves landscape, infrastructure and multiple buildings.

## **5. The prevention VS cure proposition**

The most value comes early in the briefing process. You should concentrate design thinking at the beginning of your project, distilling and communicating everyone's ideas and vision. This vision must then be the basis for your project's business case.

Your Value Proposition is a statement of desired outcomes based on the needs and desires of you and your customers. The Value Proposition will include the financial value of your project, and other less tangible dimensions.

Social, economic, and environmental values include better thermal performance, wellbeing, productivity, employment opportunities, how your project will help connect communities, how all ages and groups will be able to access and benefit from the project. These less tangible dimensions will be crucial to articulate clearly in order to gain planning permission for your project.



## 6. What do I exactly get when I commission a feasibility study?

- Planning and site research.
- A design workshop where we find out your objectives and what works and does not work currently at your club or school.
- Design drawings accurate enough to demonstrate spatially how we can organise what you need on the site.
- A written report summarising our findings.
- A design that incorporates social, economic and environmental sustainability.

## What can happen if you do not work with us to complete a feasibility study?

- You may struggle to define your brief.
- You may struggle to find out if your brief is possible with the site constraints until it is too late.
- You may end up with a rejected planning application.
- Critical parts of the brief are missed, such as equipment you need installed in the building.
- Your budget may be unrealistic.

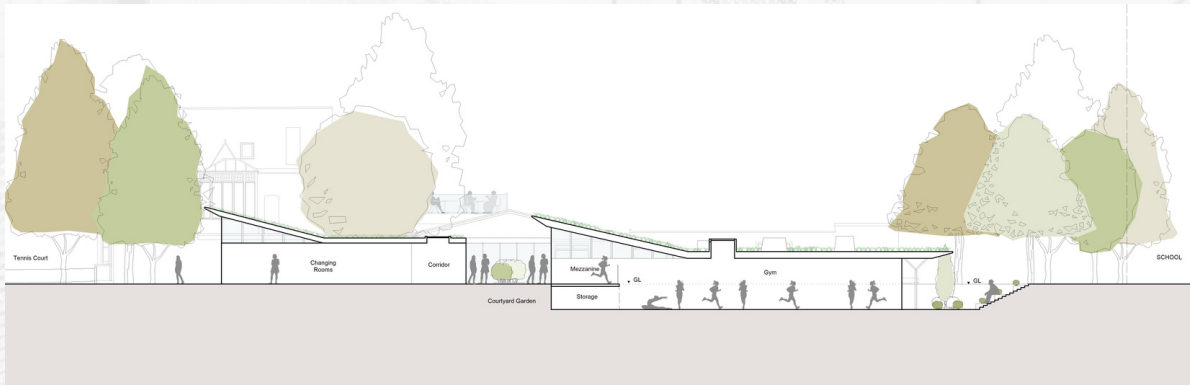


# Example of Feasibility Study

This sports club in Surrey is located in Metropolitan Open Land, therefore we anticipated that planning would be challenging. It was important to look at the entire site and anticipate how changes to buildings, car parking and landscape might be made over time. We developed 'test fits' or spatial diagrams which informed the written strategic brief and helped the client clarify what was possible.



Master plan of the redevelopment of the River Club (2022-)



Section of the proposed gym for the River Club (2022-)

# What works?

These are the principles we use to guide all stages of your project.



**Simplicity:** Through many design iterations we reduce complexity to simplicity so the masterplan or building diagram accurately represents your vision and what you need.

**Precision:** Precision comes from accurate design documents.

**Efficiency:** Everything your consultants and contractors do should be designed to minimise the disruption to your business or home and ensure your project runs as smoothly and efficiently as possible.

**Collaboration:** We are specialists in gaining planning permission in London and will give you peace of mind by building a great team that works closely with the local authorities, guiding your project through the application process.

**Sustainability:** One of our main aims is to ensure your design team develops a design that reduces your energy bills which will also result in your project having less impact on the planet.

## What our clients say?

"I worked with Graham on the Copper Box on the Olympic Park. He was very professional with excellent attention to detail. I am looking forward to working with him again."

David Sowerby, Project Manager, Mace, London 2012 Olympic Games.

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"I had the pleasure of working with Graham and his team on a project that required a quick turnaround for detailed practical and viable solutions. I always found Graham very approachable, and nothing was too much trouble. I would have no hesitation in using Graham Ford again, or recommending him to anyone. Job well done!"

Rob Walker, Senior Design Manager at Buckingham Group Ltd.

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"We employed Graham Ford Architects to provide construction stage technical design assistance on a large residential development in West London. Graham and his team brought significant value to the project and their detailed knowledge of construction detailing and the building regulations helped us to overcome some significant challenges. I look forward to working with Graham and the GFA team in the near future."

Ross Nutchey (client) Design Manager Galliford Try

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"...It comes to life this great two star listed building and you see the original iron and brick work and the woodwork.....All the materials that you chose like the steel and flooring are really robust and hardwearing so that when you have 400,000 people a year in this space and the loads of theatre shows, circus and music gigs and private events we have can be turned around really quickly. We don't have to spend weeks the year rebuilding it, its robust. We are bringing audiences in every day, giving them a fantastic time and they can go out into the night and feel that they've been to a place that has been uplifting for them."

Marcus Davey, Chief Executive at The Roundhouse

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## Contact Graham

(all conversations are confidential)

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