



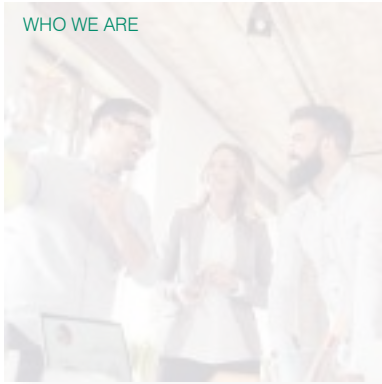
# Geoff Perry Associates

PLANNING | URBAN DESIGN | VISUALISATIONS | BUILDING REGULATIONS | SURVEYING

Geoff Perry Associates

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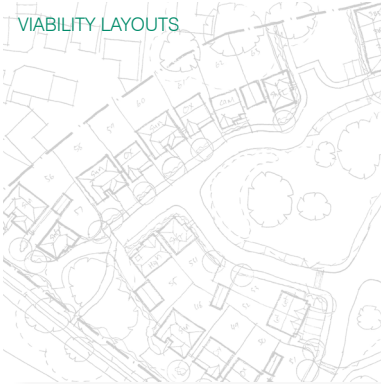
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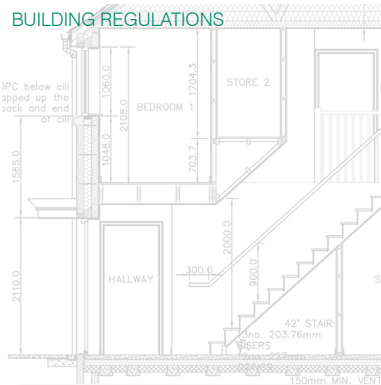
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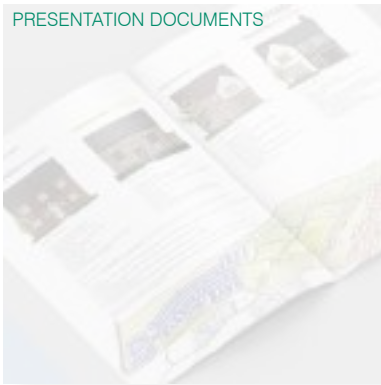
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## Geoff Perry

Managing Director at Geoff Perry Associates Ltd  
2005 - Present

Principle Associate at RPS  
1987 - 2004

## Who we are

Founded in 2005 by Geoff Perry, Geoff Perry Associates has grown into a trusted name in architectural design, planning consultancy, and heritage restoration.

With over 100 clients across the UK — from private developers to national PLCs — we bring creative vision, technical expertise, and a deep respect for the past to every project we touch.

Operating from a Grade II listed office in Aldridge, Walsall, we combine traditional values with forward-thinking design — transforming historic buildings and planning future communities.

<p>GEOFF PERRY</p> <p><b>Managing Director</b> Urban Layout Designer and Master Planner</p> <p>BA (Hons) Dip Arch Birm</p> <p>(38)</p>	<p>GAYNOR PERRY</p> <p><b>Practise Manager</b></p> <p>(20)</p>	<p>SINEAD ROSE</p> <p><b>PA to the Managing Director</b></p> <p>(18)</p>	<p>DONNA BLOWER</p> <p><b>Accounts Clerk</b></p> <p>(10)</p>	<p>SIM CHAHAL</p> <p><b>Senior Architectural Technician</b> BA (Hons) Interior Architecture &amp; Property Development</p> <p>(8)</p>	<p>GEORGE WARDLE</p> <p><b>Architectural Technican</b> BSc (Hons) Architectural Design Technology</p> <p>(4)</p>	<p>ISA SHARROCKS</p> <p><b>Architectural Technican</b> BA (Hons) Architecture</p> <p>(4)</p>	<p>AMIE-JO O'TOOLE</p> <p><b>Architectural Illustrative</b> BA (Hons) Architecture</p> <p>(8)</p>
<p>BEN CARTER</p> <p><b>Experienced Senior Design Associate</b></p> <p>(19)</p>	<p>DAVID POTTER</p> <p><b>Design Associate</b> HNC - CAD in construction</p> <p>(24)</p>	<p>SIMON SPARROW</p> <p><b>Design Associate</b> HNC - CAD in construction</p> <p>(28)</p>	<p>SABRINA THOMAS</p> <p><b>Urban Design Associate</b> BSc (Hons) Architectural Design Technology</p> <p>(24)</p>	<p>ISABELLE HOOPER</p> <p><b>Architectural Technician</b> BA (Hons) Interior Design</p> <p>(8)</p>	<p>SUKHJIT RODRIGUES</p> <p><b>Architectural Technican</b> MSc Building Information Modelling for Integrated Construction</p> <p>(5)</p>	<p>HENRY COSTIN</p> <p><b>Junior Architectural Technican</b> BA (Hons) Architecture</p> <p>(1)</p>	<p>ELENI HENIS</p> <p><b>Junior Architectural Technican</b> BA Engineering</p> <p>(1)</p>
<p>PETE WESTBURY</p> <p><b>Technical Associate</b> BSc (open)</p> <p>(43)</p>	<p>DAVID TRANTER</p> <p><b>Senior Architectural Technician</b> Technical &amp; Planning</p> <p>(18)</p>	<p>SAM DIMMACK</p> <p><b>Senior Architectural Technician</b> Technical &amp; Planning</p> <p>(33)</p>	<p>GRACE PARTRIDGE</p> <p><b>Senior Architectural Technician</b> BA (Hons) Architecture</p> <p>(13)</p>	<p>AERON JAMES</p> <p><b>Company Publicist</b></p> <p>(5)</p>	<p>IAN PAGE</p> <p><b>Architectural Associate</b> HNC Building Studies</p> <p>(37)</p>	<p>KEVIN MILLINGTON</p> <p><b>Senior Survey Technician</b></p> <p>(11)</p>	<p>TOM SHELLEY</p> <p><b>Survey Technician</b> BA Geography &amp; Environmental Studies</p> <p>(1)</p>
<p>NICOLLE SKETT</p> <p><b>Senior Architectural Technician</b> BA (Hons) Architecture</p> <p>(9)</p>	<p>EMILY HERRINGTON</p> <p><b>Senior Architectural Technician</b> BA (Hons) Interior Architecture</p> <p>(13)</p>	<p>JOSHUA BIRD</p> <p><b>Senior Architectural Technician</b> BSc (Hons) Building Surveying</p> <p>(13)</p>	<p>EMILY WOODVINE</p> <p><b>Senior Layout Designer</b> BA (Hons) Interior Design</p> <p>(8)</p>				

## The Team

NOTE: (no.) years experience



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Masterplanning



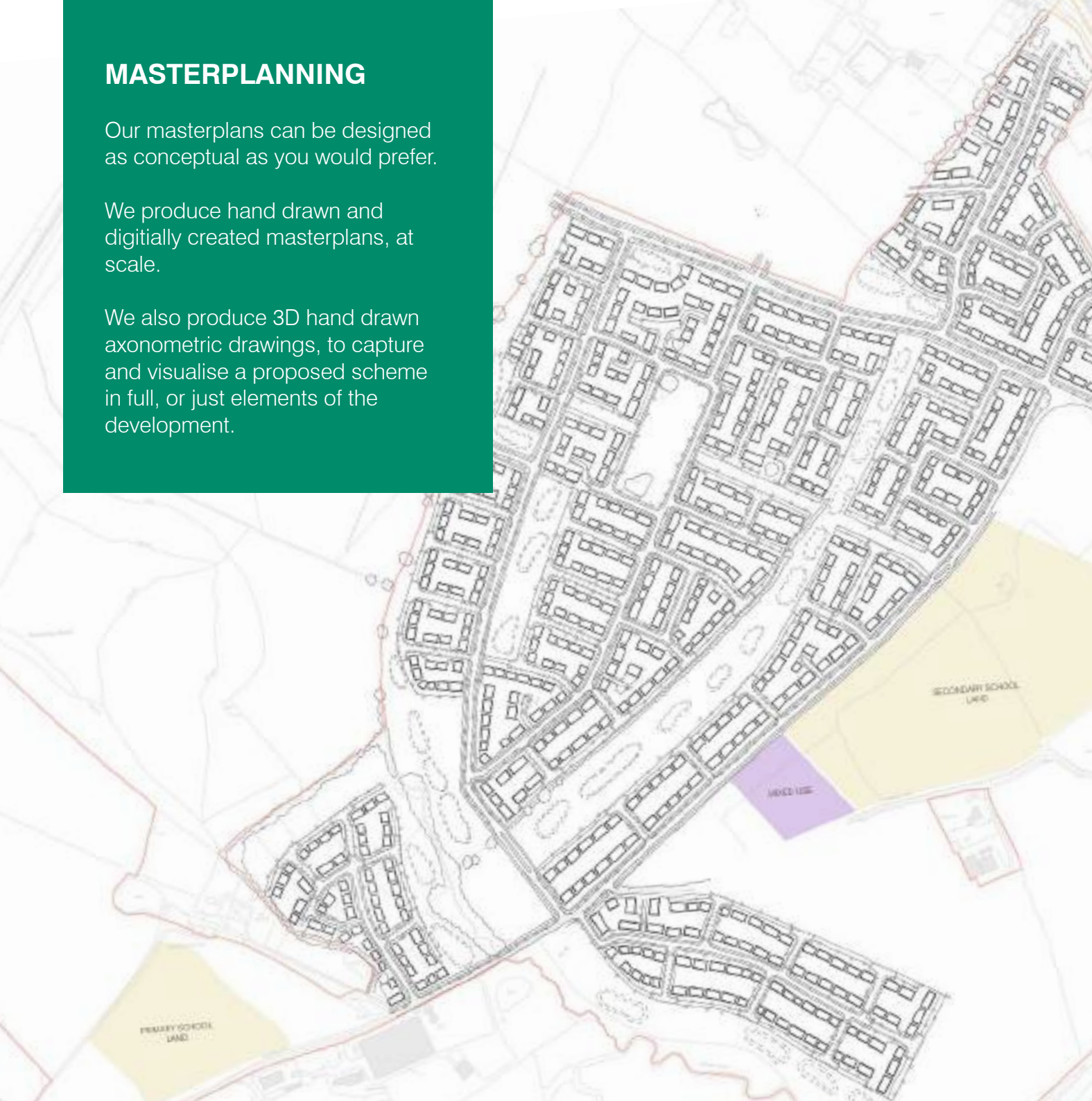


## MASTERPLANNING

Our masterplans can be designed as conceptual as you would prefer.

We produce hand drawn and digitally created masterplans, at scale.

We also produce 3D hand drawn axonometric drawings, to capture and visualise a proposed scheme in full, or just elements of the development.









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Viability / Appraisal Layouts





## APPRAISALS

We provide Viability/ Appraisal Layouts which are predominantly drawn by hand at scale, by our Managing Director, Geoff Perry.









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## Architectural Design and Planning Applications





## AIRFIELD FARM

Airfield Farm / Wellington Place was produced for Taylor Wimpey Ltd, in Market Harborough for 479 dwellings.

The site was made up of 7 different character areas; with different architectural styles and materials.



- \*Landmark Building\*
- \*Gateway buildings\*
- \*End Vista buildings\*
- Life and Safety
- Accessed
- North Faints
- Affordable pods





# WINDERMERE

Windermere was a scheme for Taylor Wimpey in Stourport for 110 dwellings.

The site was also put forward for an internal design competition between the regions of Taylor Wimpey.





**PRIORSLEE**

The scheme for Priorslee, Telford was produced with Miller Homes.

A design code was created for approx. 1000 dwellings, which set design principles for the applications for future phases. We worked with Miller Homes to produce Phase 1 and 1A planning application.





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## Building Regulations

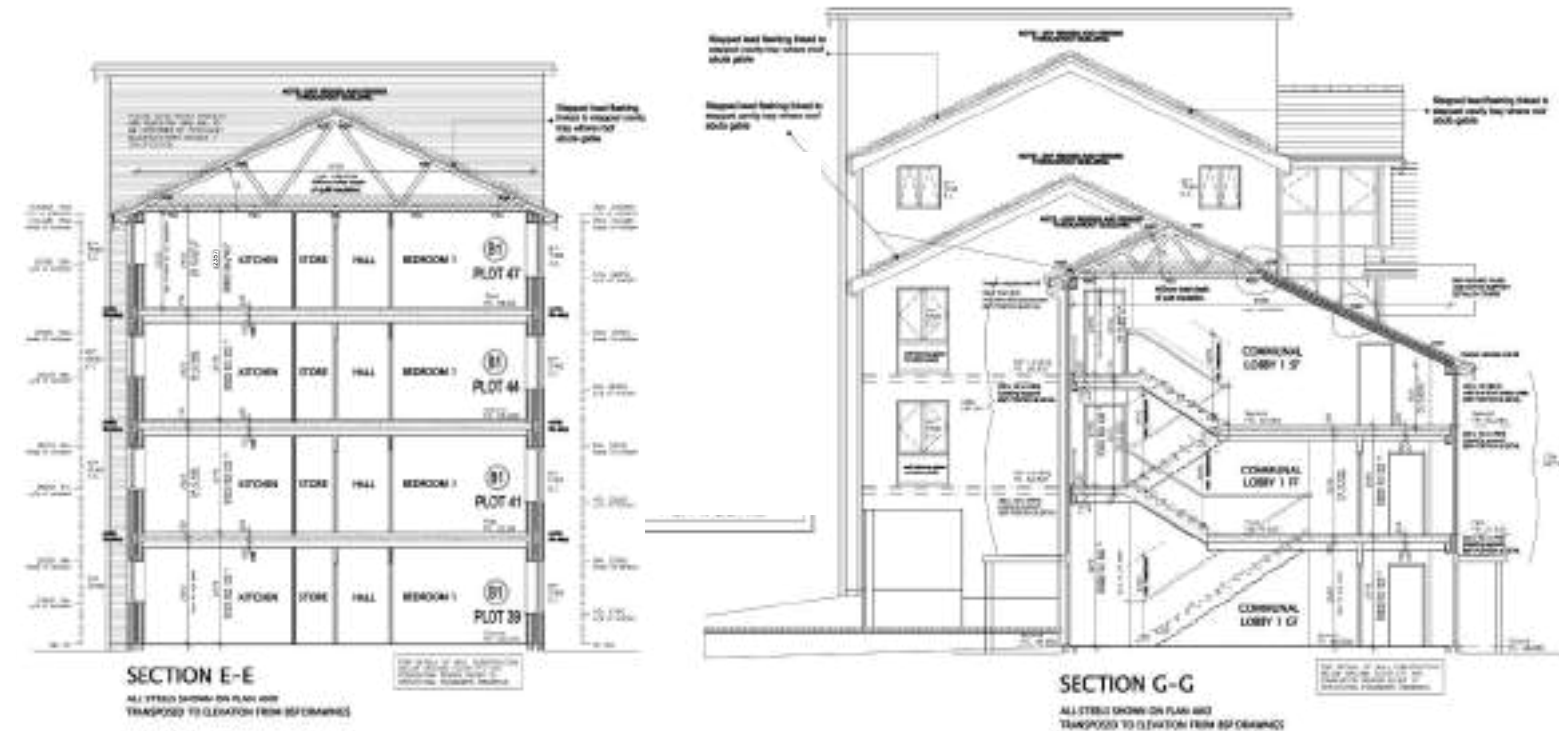




# ST.MATHIAS

An example of building regulation drawings produced for some flats which feature underground parking for Lovell Homes.

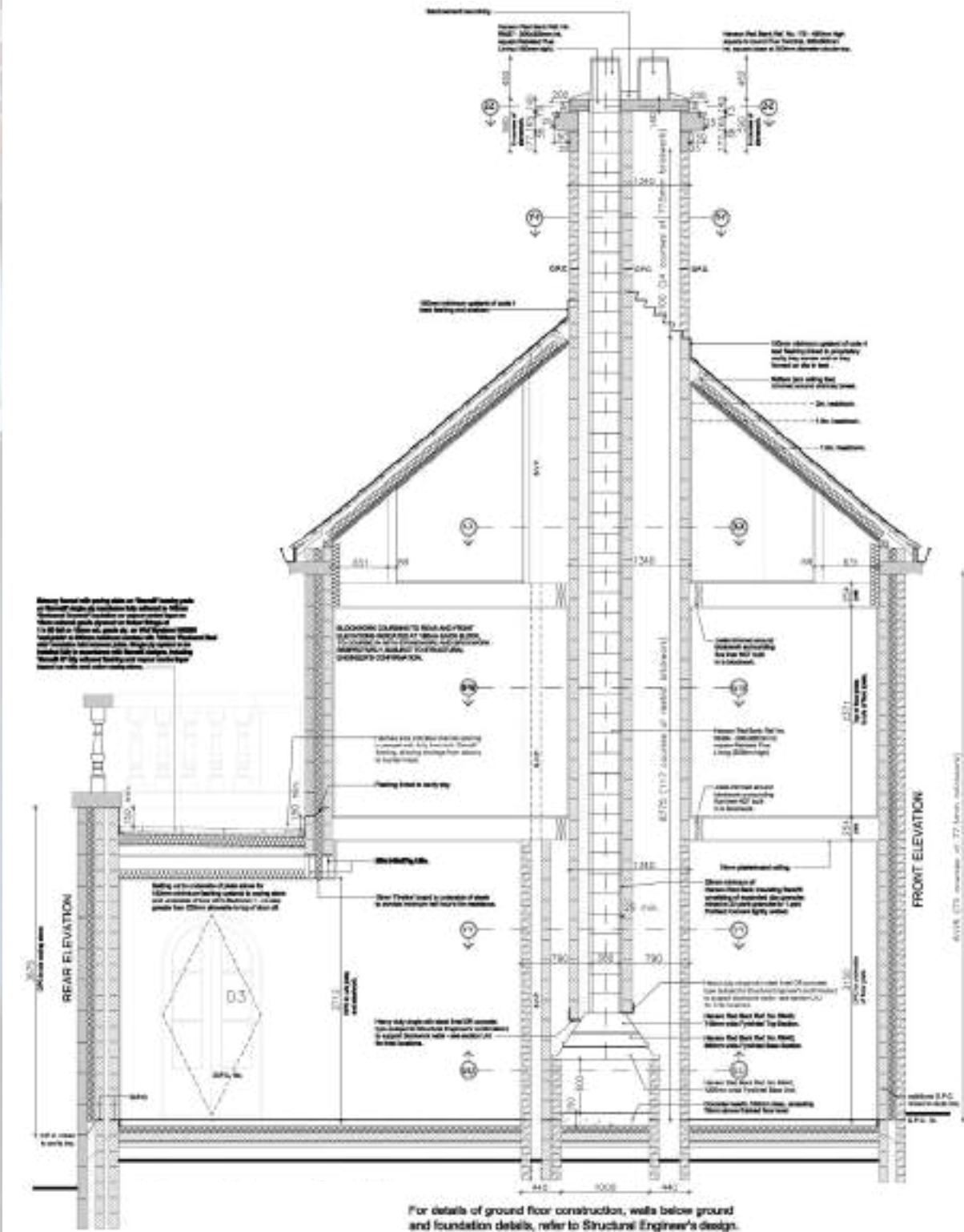
This included floor plans, elevations and detailed sections.





# PATSULL HALL

An example of building regulation drawings produced of the listed building, Patsull Hall. These include as built plans and elevations, detailed sections; eaves, fireplace and chimney details. (indicated to the right).





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## Design and Access Statements and Design Codes





## DOCUMENTATION

We provide supporting documents to coincide with planning applications to get planning approval.

These include;

- Design and Access Statements
- Addendums
- Supporting Statements
- Compliance Statements
- Design Codes
- Building for a Healthy Life (BHL)





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## 3D Visualisations





## 3D VISUALISATIONS

We have a team that produces photorealistic 3D imagery to assist with visualising proposed developments.

These 3D visualisations can be altered to work with the topographical contours and proposed engineered levels that the site provides, allowing a realistic finish.







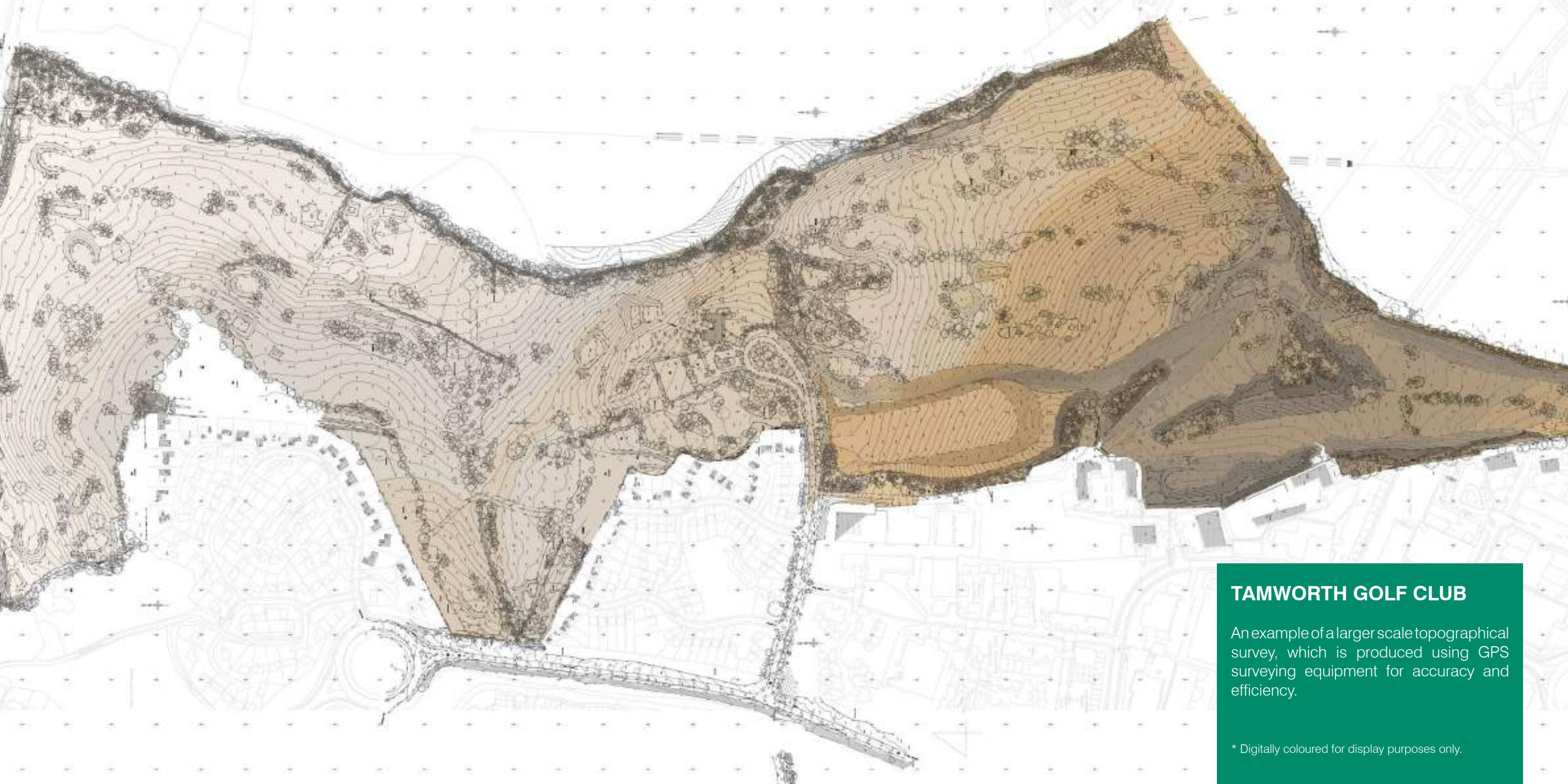


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Topographical Surveys  
Measured Building Surveys





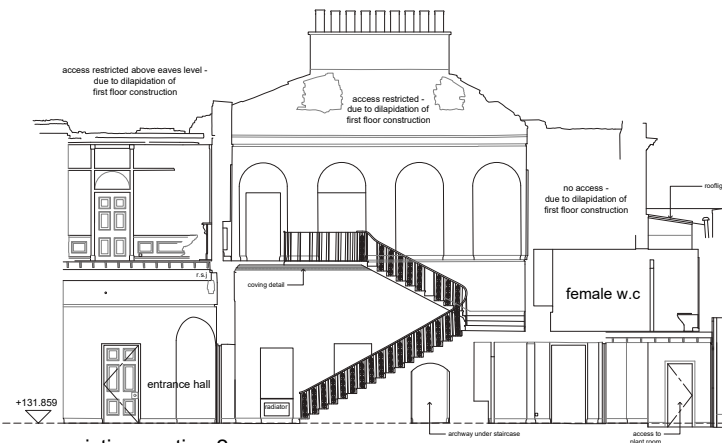
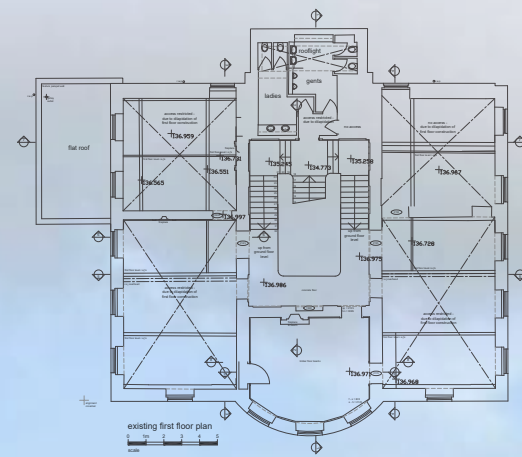


## TAMWORTH GOLF CLUB

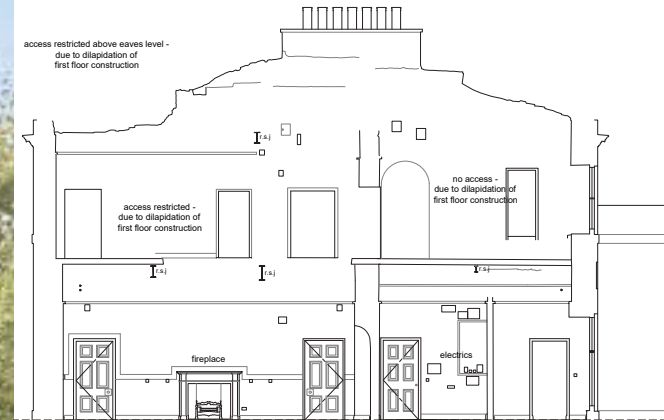
An example of a larger scale topographical survey, which is produced using GPS surveying equipment for accuracy and efficiency.

\* Digitally coloured for display purposes only.

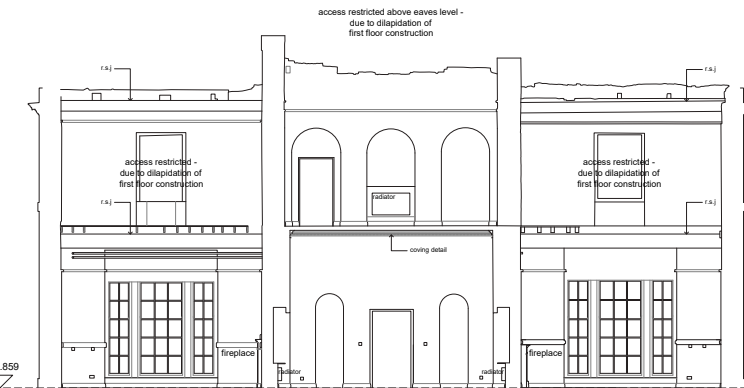




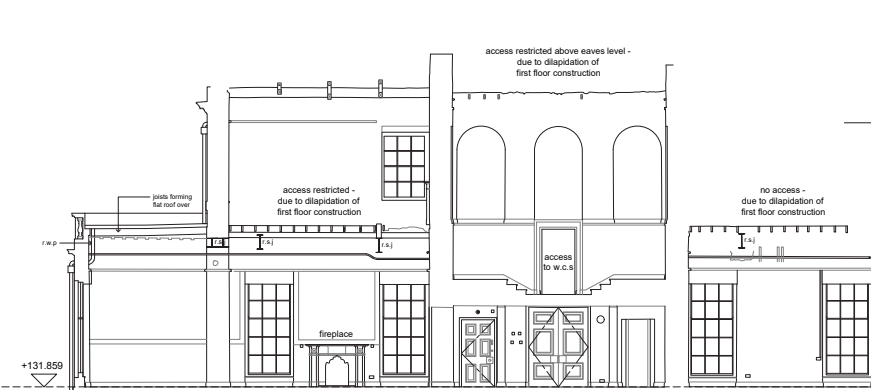
existing section 2



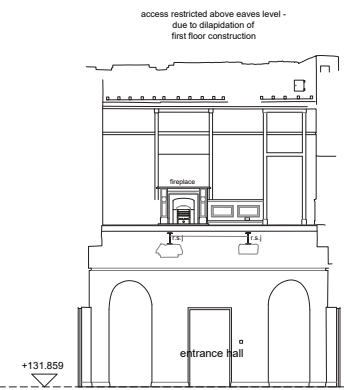
existing section 4



existing section 5



existing section 7



existing section 8

## COTON HOUSE

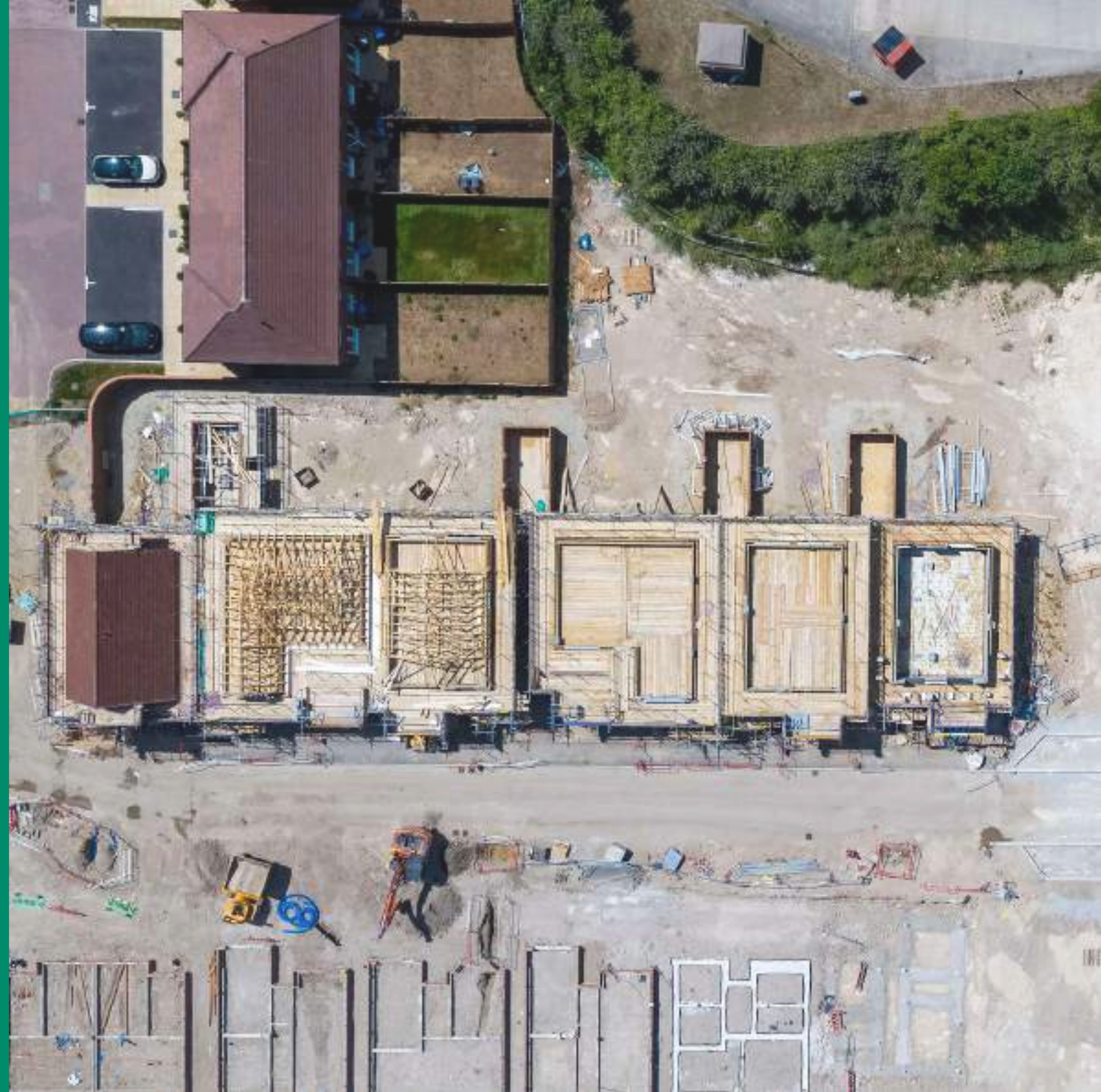
An example of a measured building survey produced by our surveying team.

We provide comprehensive and accurate measured building surveys which include floor plans, elevations and cross sections.



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## Case Studies



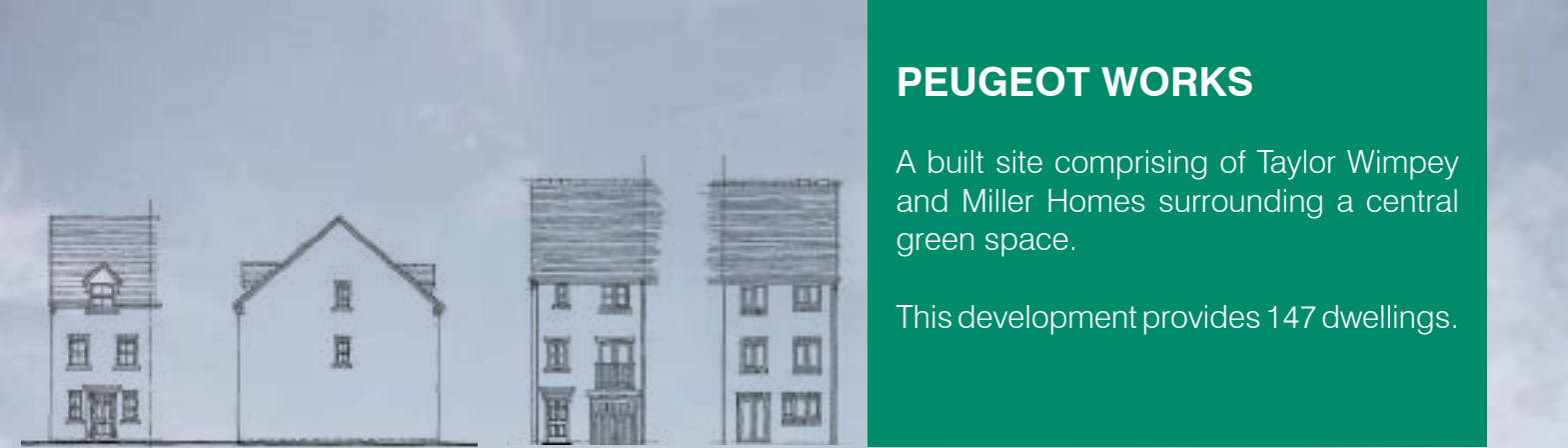




## PEUGEOT WORKS

A built site comprising of Taylor Wimpey and Miller Homes surrounding a central green space.

This development provides 147 dwellings.







## MAIDSTONE

A site of 100 units in Maidstone, by Redrow Homes.





## **WANT TO KNOW MORE? GET IN TOUCH!**



Phone: 01922 744 900



Email: [enquires@geoffperryassoc.co.uk](mailto:enquires@geoffperryassoc.co.uk)



LinkedIn: [company/geoff-perry-associates-limited](https://www.linkedin.com/company/geoff-perry-associates-limited)