

# Campaign introduction

 [rebuildgp.co.uk](https://rebuildgp.co.uk)  [@rebuildgp](https://twitter.com/rebuildgp)



**GPDF** Listening  
Supporting  
Influencing

# About the campaign

General practice should be at the heart of every community – keeping patients safe and providing strong foundations for the rest of the NHS.

But decades of neglect have broken the entire system. We don't have enough family doctors to treat our patients. GPs are leaving the profession in droves, and practices are closing down all over the UK.

We are a group of GPs calling for a proper, long-term plan to rebuild general practice.

We are asking the Government, patients and our colleagues across the NHS to join us in building a long-term patient centred vision for general practice.

**A PLAN TO RETAIN THE GP  
WORKFORCE**

**FAIR FUNDING AS PART OF  
THE WIDER NHS**

**GREATER FREEDOM AND  
AUTONOMY**

# Our journey

At an emergency press conference - Jeremy Hunt launches the campaign



2022

Sparking the right-wing press to shift its narrative away from GP blaming



A steady drumbeat of raising grassroots voices led to several national front-page splashes



2023

Our roadshows & toolkits gave GPs the tools they need to defend the profession



2024

As GPs voted to take collective action, the campaign continues to raise GP voices and show the human side of the crisis

**The struggling GPs battling to keep NHS afloat**  
General practitioners are struggling to cope with soaring demand and a lack of resources, with many left wondering how much longer they can endure



Rebuild GP has secured national media cut-through and political support, mobilised LMCs and grassroots GPs to raise awareness of the ongoing crisis in General Practice and shape policy.



# Impact so far

95

Requests for support from LMCs and grassroots GPs since March 2022

505

Pieces of media coverage since March 2022

75

Politicians met and/or engaged since March 2022

34k

Total website unique visitors since March 2022

98

LMC signatures on open letter to political party leaders across England, Scotland, and Wales

**'Uberisation' of GP services is putting patients at risk, Jeremy Hunt warns as he calls for patients to always be seen by same family doctor**

**Most patients want to be able to see same GP on each surgery visit**

Survey findings come after data shows that vast majority of patients rarely get to see family doctor of their choice

IN DEPTH

**The struggling GPs battling to keep NHS afloat**

General practitioners are struggling to cope with soaring demand and a lack of resources, with many left wondering how much longer they can endure

# Support we offer to LMCs



POLITICAL ADVOCACY



PATIENT ENGAGEMENT TOOLKITS



MEDIA ENGAGEMENT



SOCIAL MEDIA AND DIGITAL  
RESOURCES



BESPOKE CAMPAIGN SUPPORT



DATA AND POLLING





# Dorset



## Dorset LMC meet with Wes Streeting

- Dorset LMC met with Shadow Health Secretary Wes Streeting in February 2024.
- The Rebuild campaign contributed to Dorset LMC's efforts by providing a briefing ahead of the call to ensure that GPs presented a unified, cohesive, and consistent message.
- Streeting fed back that he was extremely pleased with the meeting and that our messaging around retaining the GP workforce and ensuring fair funding within the NHS was received and respected.

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# Liverpool



## Organising a grassroots GP presence at Labour Party conference in 2024

- Liverpool LMC reached out to Rebuild General Practice to ask for support around a planned presence at Labour Party conference 2024.
- We provided advice on attending conference and the best strategy for approaching a 'protest' outside the venue, as well as campaign materials and logistical support.
- Liverpool based GPs also joined the Labour Party conference Rebuild GP event to represent the profession, and took part in a leafletting session outside of Wes Streeting's conference speech.

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# Aberdeenshire



## Seamus Logan MP visits Aberdeenshire surgery and then takes campaign asks to Health leads

- We arranged a meeting, practice visit and briefing materials for GPs from North Aberdeenshire and representatives from Grampian LMC with Seamus Logan MP.
- Seamus then took the experiences shared by the GPs to a meeting the following week with Neil Gray MSP (Scottish Health Lead).
- Seamus then asked a question directly to Wes Streeting in Parliament about the impact of National Insurance uplifts on GP practices, referencing his meeting with the local GPs.

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# Ways to get involved



JOIN THE GP 'A TEAM'



SIGN UP TO THE NEWSLETTER



GET IN TOUCH FOR SUPPORT



ATTEND MEDIA TRAINING



FOLLOW OUR SOCIAL MEDIA



TAKE ACTION WITH THE CAMPAIGN

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# Your feedback

**What is the main issue facing practices in your LMC?**

**What campaign activity are you already doing in your LMC?**

**What activities would you like Rebuild support around?**

**Which tools and guidance would be most useful for the Rebuild campaign to offer?**

# THANK YOU

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