

# Our impact 2022-2024

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**GPDF** Listening  
Supporting  
Influencing

# Contents

- **PART 1:**
  - Impact and return on investment
- **PART 2:**
  - GP and LMC support for Rebuild GP
- **PART 3:**
  - 2025 Rebuild GP



# Part 1

# Impact and return on investment

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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.



# The campaign has resulted in three strategic shifts:

## AT THE HIGHEST LEVEL OF POLITICS

Language of 'reform' GP



Language of 'rebuild' GP

## IN THE MEDIA

Few GP voices profiled



Greater number of stories directly from the frontline

## FROM THE GP and LMC COMMUNITY

Lack of consensus and action



Growing unity and activism

# Our impact journey

## PHASE I

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

## PHASE II

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



# How we measure return on investment

LMC and GP engagement and support for the Rebuild GP campaign

Digital asset engagement and growth from LMCs, GPs, and the community

Media cut through and mentions

Political interest and support

Favourable policy changes and political commitments

- LMC's are supported by the Rebuild GP campaign.
- LMC's feel connected and unified by Rebuild GP.
- LMCs supportive of GPDPF's investment in the Rebuild GP campaign.

- A more favourable media and political environment for general practice.

# Overview of results

GPDF has invested -£200,000 / year into the Rebuild General Practice over 2023 and 2024. This has generated the following results:

ACTIVITY	TOTAL NUMBER
LMC and GP engagement and support for the Rebuild GP campaign	<ul style="list-style-type: none"><li>• All LMCs engaged in at least one interaction or actively engaged on a reoccurring basis.</li><li>• Up to 98 actively engaged.</li><li>• 239 LMC leads/officers on the Rebuild GP mailing list.</li></ul> 34,000 visitors to the website
Digital engagement	<ul style="list-style-type: none"><li>• 450 toolkits downloaded</li><li>• 3313 followers on X</li></ul>
Media cut through and mentions	<ul style="list-style-type: none"><li>• 505 pieces of Rebuild GP coverage</li></ul>
Political interest and support	<ul style="list-style-type: none"><li>• 75 MPs engaged</li><li>• 9 parliamentary questions</li><li>• 6 surgery visits facilitated</li></ul>
Policy and political commitments	<ul style="list-style-type: none"><li>• Hunt -Workforce plan (2022)</li><li>• Streeting -Rebuild GP -fixing the front door of the NHS (2024)</li></ul>



# LMC roadshows

8

Roadshow events across Great Britain

176

Attendees, majority GPs with some LMC officers

182

Commitments made by GPs to support the campaign

93

LMCs engaged via MailChimp, roadshows, and workshops

**North West**  
“An excellent half day spent with colleagues sharing the same vision.”  
“Local LMC should play a big role in Rebuild GP”.

**Scotland LMC conference**

**Yorkshire, Humber & North East**  
“Great to know [Rebuild GP] can provide support.”

**East Midlands**  
“It feels like we’re building some momentum and, heading into a GE year, the lobbying element of our role seems key.”

**Nottinghamshire LMC conference**

**East**  
“Really positive – respect for those handling our room!”

**London**  
“The profession needs effective and professional media support.”

**West Midlands**  
“The mood in the profession has shifted – there’s now appetite for collective action.”

**South West**  
“[It] left me feeling optimistic.”

**England LMC Conference**



## LMCs & GPs in action

119

Requests for support from LMCs and grassroots GPs since March 2022

239

GPs/LMC officers on Rebuild GP mailing list

98

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

6

Toolkits developed for pre-election grassroots action



Following our debate question submission activation, Dr Melinda Crème attending Channel 4's health debate, 'NHS in Crisis?'

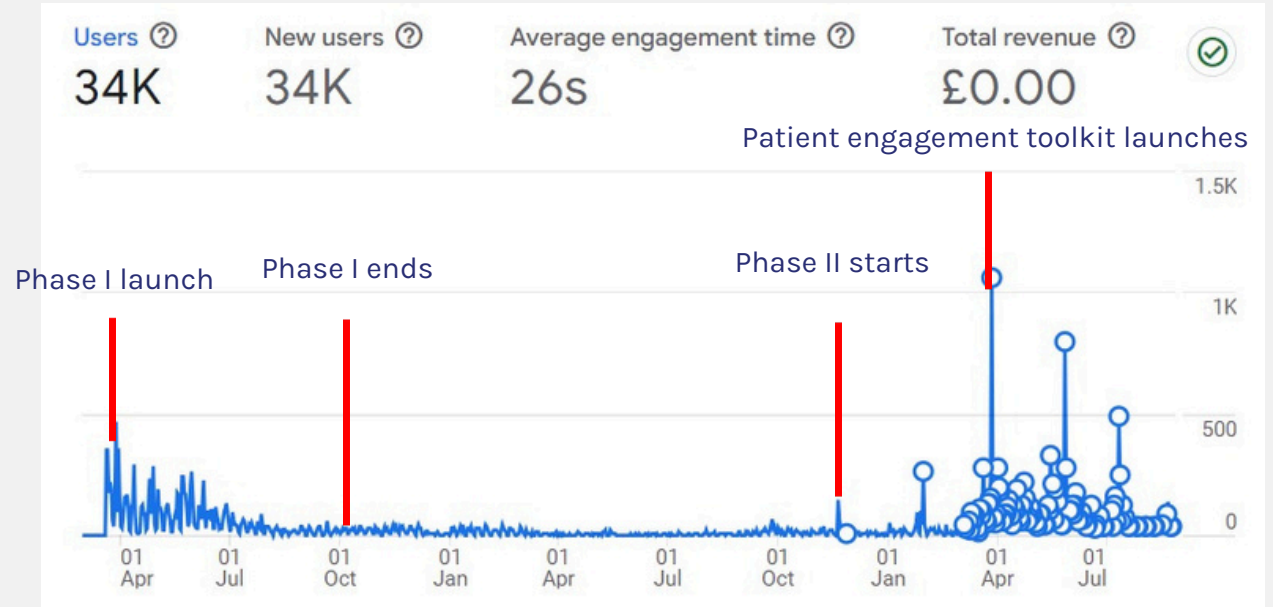


Then-Health Secretary Victoria Atkins meeting with Conservative MPs from Gloucestershire following a meeting with local Rebuild GP spokespeople.

## LMC & GP engagement with Rebuild GP online

**34k**Total website unique visitors since  
March 2022**199k**

Total webpage views

**3,313**Total followers on X/Twitter since March  
2022**450**Total number of toolkits and  
templates downloaded

The analytics graph above shows the high web traffic driven by the patient engagement toolkit and open letter to party leaders.

## Political impact

75

MPs and PPCs met and/or engaged since March 2022

9

Written or oral questions asked from MPs to the government around general practice since March 2022

31

GPs who informed the campaign that they've written to their MP (likely more have written)

6

MP surgery visits/meetings in conversation for the Autumn

## Wes Streeting pledges billions to GPs in order to 'fix front door' of NHS

Health secretary wants to bring back family doctors, cut pressure on hospitals and solve pay disputes



In the first days after the election, the new Health Secretary, Wes Streeting, pledged to divert billions of pounds from secondary to primary care, a huge win for general practice that responds directly to our call for fair funding.



## Media impact

505

Pieces of media coverage  
since March 2022

38

Pieces of national media coverage since  
March 2022

25

Pieces of broadcast media since March  
2022

23

Reactive comments shared and  
picked up by media since March 2022

**'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

# LMC and GP impact case studies

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# Gloucestershire



## Gloucestershire MPs in Parliament meeting then SoS for Health and Social Care on behalf of Rebuild

- We supported Gloucestershire LMC GPs with briefings and talking points when they met all six of their local MPs in March 2024. The GPs were inspired to action by our roadshow.
- Gloucestershire LMC and local GPs asked their MPs to raise general practice issues with then Health Secretary, Victoria Atkins.
- This resulted in the MPs meeting with Victoria Atkins to discuss the crisis in GP and how to rebuild general practice.





# Birmingham



## West Midlands GPs march to save their general practice

- Rebuild General Practice provided support to a group of GPs in the West Midlands who organised a protest march to raise awareness of the crisis in general practice.
- We provided advice on media opportunities, campaign materials and messaging to ensure alignment with the Rebuild GP asks.
- The protest was attended by over 150 GPs from across the West Midlands and achieved significant coverage in news outlets including BBC West Midlands.
- It was attended by GPs from Birmingham, Coventry, Dudley, North and South Staffordshire, Sandwell, Shropshire, Telford, Solihull, Walsall, Warwickshire, Wolverhampton, Worcestershire, and Herefordshire.

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# Manchester



## Angela Rayner visits Greater Manchester GP surgery and supports campaign asks

- Greater Manchester GP Dr Ashwin Ramachandra and his team at the Droylsden surgery met with Angela Rayner MP (then Shadow Levelling Up Secretary and Shadow Deputy Prime Minister).
- They toured the GP surgery and discussed the current challenges facing general practice.
- They agreed that retention of GP colleagues & fair funding within the NHS is critical to fixing the crisis in general practice.

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# Dorset



## Dorset LMC meet with then Shadow Health Secretary 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.



# Liverpool



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

- Annie Farrell (Chair of 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.
- 15 Liverpool based GPs will be joining us at the Labour Party conference Rebuild GP event to represent the profession and the LMC locally.





# SNAPSHOT survey: we surveyed 21 LMCs and all GP A team Members

20/21

LMC Chairs said 'yes' when asked if they wanted the campaign to continue. 1 was neutral\*.

*\*The neutral LMC wanted to be sent the plans.*

100%

of GP A Team members surveyed said 'yes' when asked if they wanted the campaign to continue.

# THANK YOU

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