

[View this email in your browser](#)

**REBUILD**

**GENERAL**

**PRACTICE**



## **Rebuild General Practice Newsletter**

**Summer 2026** 🌞

Hello all,

Welcome to the Summer edition of the Rebuild General Practice newsletter.

Over the past few months, the campaign has continued to raise the voices of frontline GPs, LMCs and practices across Britain. From national media coverage and journalist briefings to political meetings and new digital resources, we have been working to make sure the realities facing general practice are heard clearly by the public, the press and decision-makers.

This past quarter, our focus has been on making it easier for GPs and LMCs to take part in the campaign, strengthening the case for investment in general practice, and ensuring that the family doctor model remains central to national conversations about the future of the NHS.

As always, thank you to everyone who has supported the campaign by sharing your experiences, speaking to journalists, meeting politicians, using campaign materials, or helping to amplify the message locally.

All the best,

The Rebuild GP team

---

## **Campaign activity**

### **New digital resources for GPs, LMCs and practices**

We have been refreshing Rebuild GP's digital assets to give GPs, LMCs, surgeries and supporters a stronger set of ready-to-use campaign materials.

The updated resources include refreshed social media graphics, patient-facing messages, template copy and calls to action that can be used across X/Twitter, Facebook, newsletters, websites, and local engagement. They are designed to make it easier for busy GPs and LMCs to take part in national campaign moments, share consistent messaging locally, and explain why general practice needs urgent action from Government.

The materials focus on the need to protect the family doctor, rebuild general practice, and secure the investment, workforce and autonomy needed to keep patients safe.

You can access these assets [here](#). Please use them across your own channels and share them with colleagues and practices who may find them useful.

---

## **Media engagement**

### **Taking GP voices to national journalists**

Rebuild GP has continued to work with national journalists to make sure media coverage of general practice reflects the reality on the frontline.

This quarter, the campaign secured national coverage in [The Telegraph](#) after the Government delayed 1,000 specialty training places following the resident doctors' strikes. Working with

Rebuild GP spokesperson Dr Rachel Warrington, we highlighted that this decision would also affect hundreds of future GP training places at a time when practices are already facing a workforce crisis.

The article helped make the case that general practice cannot be rebuilt without a serious plan to recruit and retain more GPs — and that cutting or delaying training places risks making an already difficult situation worse.

Last week, we also held a media briefing with the **Daily Mirror**, giving their Health and Science Editor the chance to hear directly from frontline GPs about the pressures facing practices and what needs to change. These briefings are a key part of the campaign's work: they help journalists understand the day-to-day reality behind the headlines, build relationships with GP spokespeople, and create more opportunities for grassroots voices to shape national coverage.

If you are a GP or LMC representative who would be willing to speak to the media in future, please get in touch with us at [hello@rebuildgp.co.uk](mailto:hello@rebuildgp.co.uk).

---

## **Political engagement**

### **Putting GPs in front of decision-makers**

We have continued to support GPs and LMCs to make the case for general practice directly to politicians.

This quarter, Rebuild GP has supported meetings and briefings with MPs across the political spectrum, including engagement with members of the Health and Social Care Committee and work to identify new parliamentary targets following the announcement of the NHS Modernisation Bill.

We have also been progressing a series of political roundtables and meetings, including engagement with Joe Robertson MP, Adrian Ramsay MP, Dr Luke Evans MP, Harriet Cross MP and Imogen Walker MP. These meetings are designed to ensure that political decision-makers hear directly from grassroots GPs about the pressures facing the profession - and understand the practical solutions needed to rebuild general practice.

The campaign is also continuing discussions with political parties about further roundtables, including with opposition health spokespeople. These sessions provide a practical forum for GPs to inform party policy development and ensure that general practice remains firmly on the political agenda.

---

## **Looking ahead**

### **How you can support the campaign**

Over the next quarter, we will continue building media opportunities, supporting political engagement, and sharing resources that help GPs, LMCs and surgeries make the case for rebuilding general practice.

There are three simple ways you can support the campaign:

- Share the updated digital assets with your colleagues, practices and local networks.
- Get in touch if you are willing to speak to journalists about the pressures facing general practice.
- Contact us if you are meeting a politician and would like a briefing note, campaign messages or support preparing for the meeting.

Together, we will continue working to ensure general practice is protected, strengthened and placed at the heart of the NHS.

For support, materials or media opportunities, please contact:

[hello@rebuildgp.co.uk](mailto:hello@rebuildgp.co.uk).

---

If you're not already, [click here](#) subscribe to the  
Rebuild General Practice mailing list

Say [hello@rebuildgp.co.uk](mailto:hello@rebuildgp.co.uk)

We are always keen to hear from you - please don't hesitate to reach out.



REBUILD

GENERAL

PRACTICE

*Copyright (C) 2026 BB Partners. All rights reserved.*

You are receiving this email because you opted in via our website.

Our mailing address is:

BB Partners Temple Chambers 3 - 7 Temple Avenue London, London EC4Y 0DA United Kingdom

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe](#)