

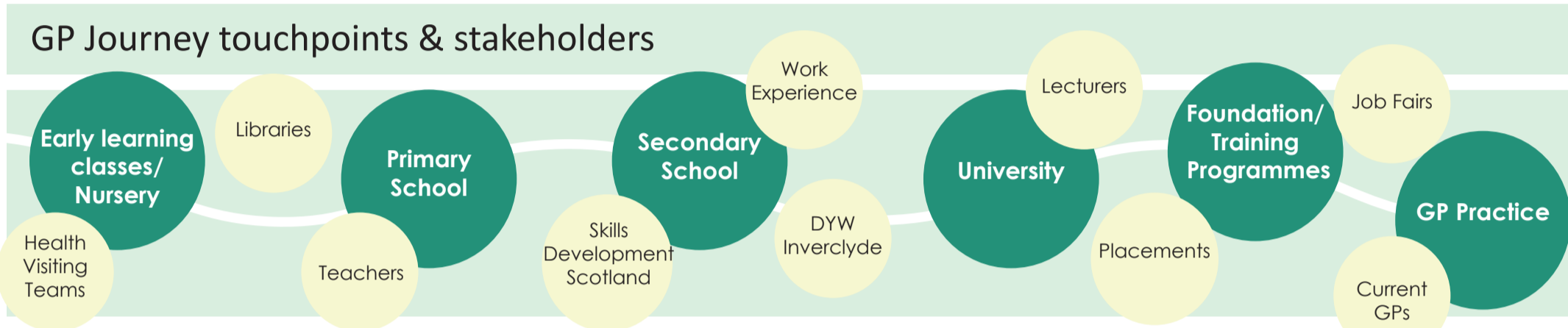
Grow our own GP Programme

Inverclyde's vision to Train, Retain and Sustain General Practitioners (GPs)

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| Introduction/Aim | Methods | | |
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| <p>To address the long-term sustainability of General Practitioners (GPs) in Inverclyde, it is essential to adopt a whole-journey approach. Requiring collaboration with key stakeholders at every stage of the pathway, from training through to fully qualified practice to drive lasting, system-wide change. By strengthening support, development, and retention across this continuum, we can build a more resilient and sustainable GP workforce for the future.</p> | <p>Surveys on the role of the GP and Inverclyde</p> <p>Surveys were conducted for secondary school pupils and current/newly qualified GPs to understand their views on the role of the GP and working within Inverclyde.</p> | <p>Establish a working group & branding</p> <p>A multidisciplinary working group was established to drive the project forward, providing a forum for collaboration, innovation, and the development of key initiatives. To support engagement and create a clear, recognisable identity, dedicated branding and a project logo were developed.</p> | <p>Collaboration with key stakeholders</p> <p>Engagement with key stakeholders including Inverclyde Libraries, Skills Development Scotland, and Developing Young Workforce (DYW) Inverclyde was central to the success of this project. These partnerships enabled effective collaboration, strengthened local connections, and supported the delivery of meaningful outcomes.</p> |



Results

Did you look for and review the practice website, social media or practice leaflets as part of your decision making process? GP Survey, 2026

Have you ever considered a career in healthcare? S3-S6 Survey, 2026

No 18% Yes 82%

Not Sure 17% Yes 25% No 56%

Do you think any of the below would have been helpful in promoting Inverclyde? GP Survey, 2026

- GP Recruitment Pack - 13
- Video about being a GP - 8
- Meet and Greet Event - 14
- Recruitment Fair - 10

“Too hard to get into, not smart enough to get into healthcare”

“I feel that I don't have what it takes to have a career in healthcare”

Outcomes to date

Grow our own mini sessions with Inverclyde Libraries

We delivered eight library sessions and two primary school sessions designed to introduce the role of the GP. These sessions aimed to increase understanding and awareness of the variety of roles within primary care, helping to inform, inspire, and engage future generations.

My World of work videos

Working alongside Skills Development Scotland, we supported the inclusion of Inverclyde staff on the “My World of Work” website and across social media platforms. This showcases the roles across primary care, helping to improve understanding and awareness of the diverse career opportunities available.

Establishing a local vacancy network

Creating a network to promote transparency between GP Practices regarding upcoming vacancies, enabling earlier workforce planning, communication, and supporting timely recruitment. This approach helps reduce gaps in service provision and strengthens overall workforce resilience.

Information for professionals/trainees tab on the GP Practice websites

Introducing a dedicated section on GP Practice websites, provides a centralised space to direct visitors to current vacancies, training opportunities, and practice-specific information. This aims to improve recruitment visibility, and support individuals exploring careers and training pathways.

Conclusion

Through the development of this project, it has become clear that adopting a “full journey” approach is the most effective method, as it allowed for multiple points of meaningful intervention across the GP pathway. This holistic approach has enabled targeted engagement from early awareness through to recruitment and retention. The outcomes to date have received positive feedback and are already increasing awareness of Primary Care roles and opportunities among stakeholders and the wider workforce. Collectively, these initiatives are beginning to strengthen the pipeline into General Practice and will contribute to building a more sustainable, resilient GP workforce for the future.