

The logo for South Warwickshire GP (SWGP) is displayed in white text on a blue rectangular background.

South Warwickshire GP

## APPRENTICESHIPS



## Waterside Medical Centre

Apprentices have not only helped the Waterside Medical Centre to improve engagement with patients, they are using apprenticeships to identify new talent as part of their approach to succession planning.

Having previously followed the traditional recruitment route, Waterside Medical Centre decided to offer apprenticeship positions as a way of filling a skills gap and bringing a fresh perspective to the team.

“We had a very positive experience with our first cohort of apprentices,” said Practice Manager, Tim Morris. “They brought energy and enthusiasm and a real desire to learn. As well as getting up to speed quickly on everyday tasks, they were able to focus on proactive projects which made best use of their particular skills. For example, one of our apprentices has completely transformed our use of social media, taking us from around 200 followers on twitter to nearly 2000, making it an extremely valuable tool for engaging with patients.”

Apprentices have also played an important role with online registration and improving the take-up of health checks. Waterside Medical Centre’s forward-thinking approach is one of the reasons it is such a popular practice, growing by around 550 new patients a year.

“While the focus is on training the apprentice, we have also learnt a great deal as a practice. Apprentices can bring new ideas and offer valuable challenge to the way we do things – often resulting in improved ways of working.”

Tim concluded: “Apprenticeships are now part of our ongoing recruitment strategy. With a number of staff soon to be retiring in our business administration team, apprenticeships give us the opportunity to train new members of the team and bring a fresh perspective to the practice.”



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*Practice Manager, Tim Morris*

### Find out more...

If you would like to know more about apprenticeships, including how the federation can support you, please email: [admin@southwarwickshiregps.nhs.uk](mailto:admin@southwarwickshiregps.nhs.uk) or call: 01926 458368