



Royal College of
General Practitioners

30 Euston Square

Together we will
make a real
difference to
general practice
and patient care



***A new home for
general practice and
a new future for
patient care***



Foreword

Our vision is a world where excellent person-centred care in general practice is at the heart of health care.

General practice is at the centre of the NHS. Every day, one million people in the UK are seen in GP surgeries. General practitioners (GPs) work hard to give their patients the highest possible standards of care, treatment, help and support.

The Royal College of General Practitioners (RCGP) has existed for almost as long as the NHS. It was formed nearly 60 years ago to encourage, foster and maintain high standards of patient care. Over time it has become the authoritative voice of general practice.

The College works to improve the training, education and professional development of GPs and works closely with patients to develop its policies.

With over 44,000 members it is the largest medical royal college in the UK. It also works internationally and supports the development of high-quality patient care in over 40 countries around the world.



It is vital that the RCGP and its members are fully equipped to meet the current and emerging challenges in general practice and in health care. Creating world-class facilities through the provision of new headquarters in London will help the College to further improve standards of general practice and develop its support for GP education and professional development.

With excellent facilities for meetings and entertaining, lounges and study bedrooms, we hope it will become a home from home for our members when in London.

We look forward to providing a new home for general practice and for GPs, and to a bright future for patient care. We warmly welcome your support to do this.

Professor David Haslam CBE FRCGP
Royal College of General Practitioners

The history of our new headquarters

The last few years have seen the College expand almost beyond recognition, with its membership virtually doubling since 2006. This dramatic growth resulted in the College outgrowing its former premises in Princes Gate and seeking a new home that would support the needs of the College and general practice, both now and in the future.

In 2010 the College purchased 30 Euston Square, an imposing Grecian-style building designed by renowned architect Arthur Beresford Pite, and now the last remaining building of the Victorian Euston Station development.

Spanning seven floors and 121,000 square feet, this Grade II* listed building has always had a healthcare connection. It was originally built in the early 1900s as the headquarters of the London, Edinburgh and Glasgow Assurance Company, which specialised in welfare insurance for low-income families. More recently, it was occupied by the Department of Health and Social Security.

A historic building offering expansive space in a prime Central London location, 30 Euston Square provides the perfect setting for the new national and international headquarters for the College.

A focal point for general practice worldwide

Officially launched by the College's Patron HRH The Duke of Edinburgh in October 2010, the redevelopment of 30 Euston Square will provide a focal point for general

practice and our work to promote the highest standards in education, training, research and clinical standards in general practice throughout the UK and overseas.

The centralised and state-of-the-art facilities will help us to deliver core educational services, and make it easier for the College and its members to work with key stakeholders to shape and influence the future of health care and share best practice to improve care for patients.



Inside

Innovative design by award-winning architects Tilney Shane and extensive renovation by leading construction company Structuretone will help turn 30 Euston Square into a unique environment – a beacon of excellence for general practice that will support the profession and patients for many generations to come.

The new headquarters will include:

- *42 clinical assessment rooms* – designed to look and feel like a typical GP consulting room, they provide a realistic environment for effective examination and assessment
- *a 300-seat auditorium and atrium area* – will provide a spacious conference environment with the atrium adding a feeling of space and light
- *more than 20 meeting rooms* – spread over the ground and first floors, these will be delivered to a high specification whilst retaining some of the original features



A new home for general practice to raise standards in patient care across the world



- *41 study bedrooms* – available to all College members and their friends and families, the modern *en-suite* bedrooms will also be offered as part of the conference facilities
- *two state rooms* – two impressive ‘state’ rooms that will provide a grand setting for dinners, meetings and other gatherings
- *a Knowledge Resource Centre* – this will offer a place for members to study and access a comprehensive range of academic journals, records and other literature
- *café and bookshop* – members can browse the well-stocked bookshop and enjoy fresh coffee and light meals from the café
- *a members’ lounge* – comfortably furnished with the original features restored, the members’ lounge area will offer a relaxed environment in which to network and socialise
- *the Foundation Wall* – a lasting tribute to those who have contributed to primary care.



Support us

The College relies on support from members, charitable trusts and corporate partnerships, and receives only limited central funding. It has therefore embarked on a campaign to raise the funds needed to help transform 30 Euston Square into a centre for excellence in general practice and patient care.[†]



Naming opportunities

Public commemorations are a lasting tribute to those you wish to honour or can be a longstanding legacy of your own personal commitment to general practice. The College's new headquarters offers many opportunities for you to 'name' a room or specific area.

The Foundation Wall

The new Foundation Wall at 30 Euston Square will be an impressive testament to the members' commitment to the College and primary care. It is a unique opportunity to celebrate achievements, mark a special occasion or include your name for posterity.

Get involved today and show your support



General donations

All donations are valuable to us. Their contribution to the ongoing work of the College is significant and can now be made easily and securely online, via the RCGP website.

Leave a legacy

A gift to the RCGP in your will helps make a difference to the provision of healthcare services for everyone in the UK and indeed worldwide. Every bequest, large or small, matters and will help support our work in primary care for future generations.

General practice – at the heart of the NHS

Find out more about the plans for the new RCGP headquarters and keep up to date with developments.

Visit the website

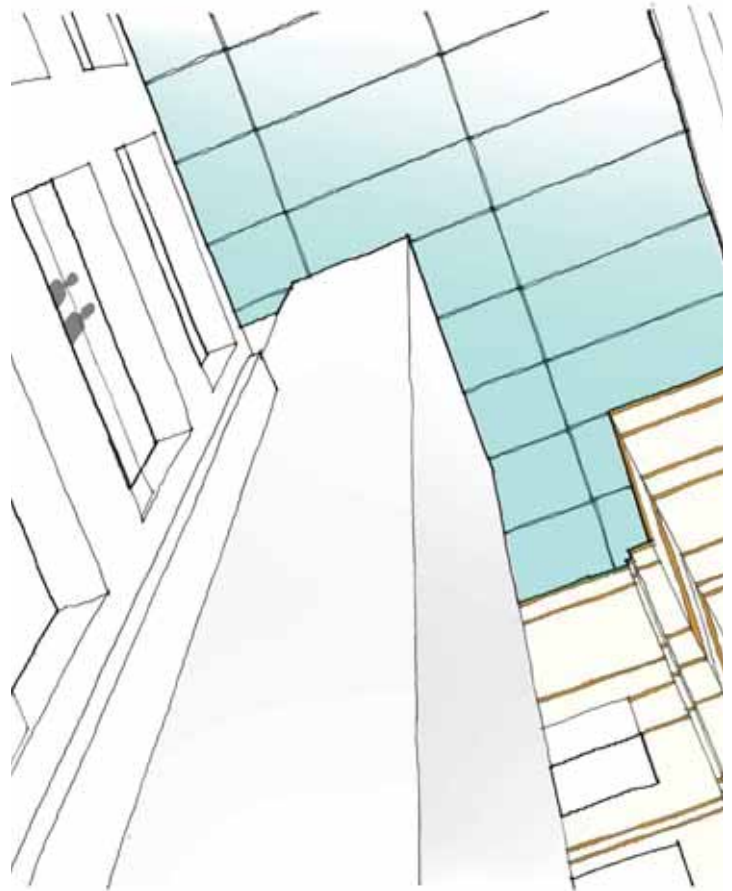
At www.rcgp.org.uk/fundraising you can find out more about the history of 30 Euston Square and the construction process for the new RCGP headquarters, through video, an interactive 3D model of the plans and an image gallery with visuals, photographs and the latest news.

Sign up for the RCGP Fundraising newsletter

Issued twice a year, the newsletter keeps you informed about all of the College's fundraising activities including the Euston Square Appeal.

Events

A number of interactive events are being organised to drive forward the Appeal for our new headquarters. Look out for details of events happening near you.

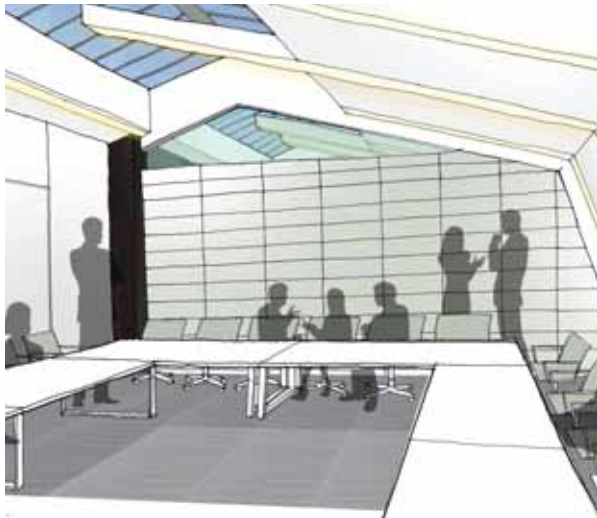


Contact us

To support the campaign or discuss fundraising opportunities please contact the College's Fundraising Team – they would love to hear from you.

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† 30 Euston Square lies within the current footprint of the proposed HS2 high-speed rail link. Should HS2 proceed as currently planned, the College's and donors' investments will be protected and all naming opportunities honoured. Visit our website for further details.

The Royal College of General Practitioners is a professional membership body with over 44,000 GPs working to improve care for patients. We work to encourage and maintain the highest standards of general medical practice and act as the voice of GPs on education, training, research and clinical standards.



Join us in transforming 30 Euston Square into an advanced centre for excellence in general practice and patient care

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Royal College of General Practitioners

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