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**THE BARCROFT PRACTICE**  
**THE BARCROFT MEDICAL CENTRE**  
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**Dear Patients,**

Over the past few years, one message has come through to us clearly at The Barcroft Practice: while most people are extremely happy with the care they receive once they get through to us, many have struggled to *access* the appointments and support they need. We know that the 8am rush, long phone queues, and unpredictable waiting times have caused real frustration.

We have tried many different approaches to improve this — increasing the number of appointments, increasing clinical capacity, adding more phone lines, expanding our reception team, and trialling forms of online access. Although these changes helped at points, they have not consistently improved the experience for our patients. Demand continues to rise, and we recognise that our current access model no longer meets the needs of our growing community.

Because of this, we are introducing a new way for you to contact us called **Anima**.

Anima is an online request system that allows you to tell us what you need, medical advice, an appointment, a prescription query, a sick note, or any other type of request, submitted during working hours, from anywhere. Your request appears in front of our clinical triage team, who will review it and decide the safest and most appropriate next step. This may be:

- a same-day appointment
- a message with the advice you need
- a booked appointment in the coming days with the clinician best placed to help
- support with your admin query
- or a link to book your own appointment with us

**Importantly, this is a digital-first but *not digital-only* system.**

If you cannot complete an online form, do not have internet access, our reception team can support you in completing the form on your own or over the phone or in person.

Our aim is simple:

**to make access fairer, quicker, safer, and more predictable for everyone.**

Using Anima means:

- No more 8am rush — submit your request throughout the working day
- Your request goes directly to a clinical team member
- Nothing is missed or lost in a queue
- You receive clear, documented advice
- We can prioritise the most urgent issues
- We can improve continuity by directing you to the right clinician

We recognise that this represents a significant change in how our community has accessed the practice for many years. Barcroft Practice has a long-standing history in Amesbury, and we know that people's views of the practice are often shaped by their experiences of accessing care, rather than the care itself. We are regularly reminded by many grateful patients that the clinical care and support provided by our teams is highly valued — but we also hear clearly that getting through to us and navigating appointments can at times feel difficult or frustrating.

As doctors and as a wider practice team, we are genuinely excited about this change. We all work in healthcare because we want to support people well, and this new way of working allows us to do that more effectively. By improving how patients access us, we can respond more quickly, more fairly, and in a way that better matches need with the right clinician or service.

We see this as a fresh start — a modern, responsive, and patient-centred approach that reflects the needs of our local population. We are hopeful and confident that this change will make accessing care smoother and more straightforward for patients, while allowing our teams to focus their time and energy where it matters most: providing high-quality care.

We are planning to go live on **20 January 2026** so over the next four weeks, we will share guidance, FAQs, videos, and support to help everyone feel confident and comfortable with this transition. Please be reassured that we will continue to listen to your feedback and adapt as needed.

Thank you for your patience, your honesty, and the trust you continue to place in us.

**With best wishes,**  
**The Partners at The Barcroft Practice**