

### **Riverside Medical Practice Gets A Make-over.**

As we head out of lockdown, it's been time to get a haircut, to have your nails done and even get back to the shops. For one local GP surgery it's also been time to refresh its logo in time to move into its new premises on Barker Street this month.

The new premises for Riverside have been developed with the support of Shropshire CCG and are due to open next month, with a pharmacy next door. It is on the old Sixth Form College site and also houses University students in the adjacent block opposite Rowley's house.

"The practice has been in its Roushill surgery on the corner of Smithfield Road for 33 years and the iconic roofline formed the logo which adorned the letterheads and website. Whilst the building was cutting edge at the time the practice moved from Castle Street, it is now too small and unsuitable for modern general practice so Riverside needed to move, and we wanted to update our logo" said Tracy Willocks, the manager at RMP.

"The new logo has been developed to reflect the Riverside location and also incorporates the different colours used on the floors of the new building, and we've used features from the river to name the floors - Bridge, Quarry, Weir and Severn." explained Matthew Kent, the Creative Director of Emerge Design.

The name and logo went up on the walls of the building two weeks ago and the internal signage will be arriving shortly. This has been designed with the needs of all the surgeries' patients in mind. "We were keen to have visual and transliteration representations of the floors to aid navigation around the building for those who are unable to read or have visual impairments, whereby we have colour coded each level and braille" said Dylan Roberts, who is the Learning Disability and Mental Health lead at the practice.

Dr Simon Hodson from the surgery added "After the serious flooding in February meant we had to move out of the Roushill surgery, we were then faced with the start of the Coronavirus pandemic. Our cramped surgery made social distancing difficult for all, but we managed to maintain a service throughout the challenges, and are looking forwards to our upcoming move."

The Medical Practice is due to move into the brand new site owned by Shropshire Council which is double the size and offers the surgery long term stability whilst also maintaining the town centre presence that so many of its ten thousand patients value. It is just a walk away from the bus station and near public car parks, a stone's throw away from its old surgery and the River Severn, but at less risk of flooding!