



(Smile:Together)

Social Impact Report 2019/20

Creating healthier happier communities across
Cornwall and the Isles of Scilly



Patient Feedback

What our patients had to say



"The team were amazing and I would come back. Relaxed me when I was scared and [the nurse] held my hand. A-1 team."

NHS Friends and Family test



"They were all lovely and very friendly. Receptionist was very welcoming and calming. Could not recommend enough."

NHS Friends & Family test



"I had an appointment yesterday and really suffer with anxiety. The dentist and nurse were amazing!!! I cannot fault them"

5* Google review



"I arrived at your practice and a gentle giant sorted my tooth and it worked amazingly!! Thank you!! I got my tooth fixed, and he worked a miracle.... THANK YOU!!"

5* Facebook review



"The team were amazing, took the time to explain everything in great detail. What an amazing service and superb people. Thank you!"

NHS Friends and Family test



"Thank you for the considerate and professional treatment you gave me on Wednesday. I've never had an extraction like that – absolutely no pain, and most important, no fear. Bless you"

Patient thank you card

2019/20



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"Thank you so much for straightening my teeth and helping me get my confidence back!"

Patient thank you card

"You've brightened up my world! Thank you all so much with all and everything you have done and are still doing for me. With all your help I can now start to turn my life around and start again. I appreciate all your time and now I can keep smiling"

Patient thank you card

(Smile:Together)



Smile Together
Commercial

West Country
Dental Care

Brighter
Smiles

BD Brighter
Dental



Progress

This last year certainly didn't end as it began! In our case we were positively motoring along, meeting and in many cases exceeding our performance and social impact targets when Covid-19 descended.

As an innovative and forward thinking employee-owned community interest company, we'd been anticipating and preparing for change alongside our clinical strategy development and service improvement programme to reflect the changing landscape for dentistry. Whilst we hadn't accounted for something of this nature, it did mean we were able to very quickly adapt and mobilise as NHS England's first Urgent Dental Care Hub provider across Cornwall and the Isles of Scilly, providing emergency care for patients.

We couldn't have greater pride in our team. Not only was their collective response to the pandemic professional and operationally agile but their dedication and commitment to patient care and one another has been profound. We've rallied together as a company to establish ourselves as an efficient 'remote' organisation, are finding creative solutions to new challenges and working 'above and beyond' to ensure that in running our business and delivering our dental services and wider social impact, it is done smoothly and, most importantly, safely.

Notwithstanding the current environment, 2019/20 has been our most successful year yet in terms of our financial performance and social impact, measured within our framework of Prevent, Reach, Treat and Engage – a framework that continues to underpin this, our fourth social impact report.

We very much hope you will share our sense of pride in what we've achieved together and our optimism for the future regardless of the impact of COVID-19.



Paul Critchley
Managing Director

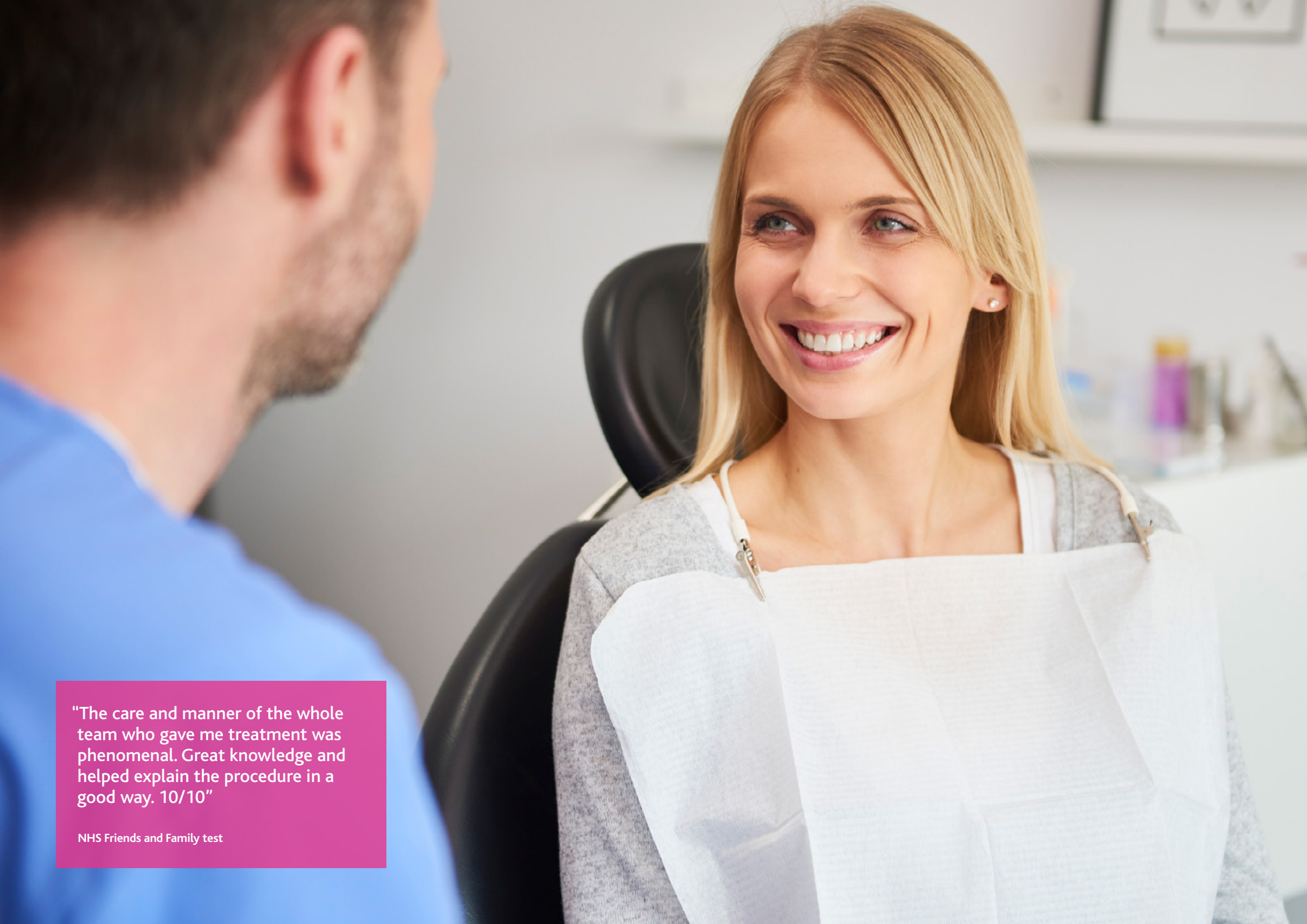


John Burchill
Chair of the Board



"Fantastic service. After a weekend of severe tooth pain and having no dentist in the area I phoned WCDC on the Monday morning and was seen within three hours. The care was excellent. Both the lady dentist and her assistant were brilliant; totally professional, personable and caring. Ended up having the tooth extracted there and then as it was cracked through. After care advice was spot on too. Many thanks to both of you."





"The care and manner of the whole team who gave me treatment was phenomenal. Great knowledge and helped explain the procedure in a good way. 10/10"

NHS Friends and Family test

Our year at a glance

In line with our mission and vision to deliver dentistry with social impact creating healthier happier communities, every year sees us making a genuine difference to the oral health of tens of thousands of local people and this year is no exception. Oral health is so important but too often overlooked when considering overall general health.

We're proud to showcase the impact of our dedicated team in this report. Almost 130 clinical and professional support colleagues working together and in partnership with others to:

- **Reach** and **treat** patients, often in our most vulnerable and hard to reach communities
- **Engage** individuals in oral health activities designed to **prevent** and reduce tooth decay
- Efficiently and innovatively run our company for a **sustainable future** offering rewarding careers
- Bring our **values** to life – to be generous, bold, authentic and inspirational

We can't achieve all this by ourselves and recognise that everyone in and associated with our company has an important part to play, regardless of their individual contribution. We all know that dentistry has a key role in a healthy society but there is still much for us all to do to build capacity, resilience and equality into our county's dental provision, to reach more people and improve collective health and wellbeing.

Here's a glimpse of our headlines this year and the difference we are making together – happy reading!

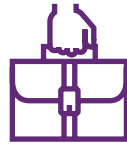


"1st class hospitality and treatment! On arrival the lady on the reception desk was very polite and welcoming ... and the dental nurse escorted me with a smile to the treatment room. Whilst there the dental surgeon was very informative and made sure I understood the procedures and informed me of the choices of anaesthetic etc, all in a very relaxed manner that made me feel completely at ease. I can honestly say it was the best experience I have ever had at a dental surgery, pain-free and professionally carried out by the surgeon and her ably-skilled nurse. I highly recommend them and this practice and would like to thank them once again for this 5 star treatment."

5* Google review



Major dental service contract extended by NHS England



100% surpluses reinvested



Sustained 97% Friends & Family recommendation



£340k investment in patient facilities building on last year's >£3m investment



82 schools, nurseries and family hubs regularly visited by Brighter Smiles



88% more special care patients treated than contracted to see



35,000 patients treated overall



2,202 more children regularly seeing a dentist each year



4,454 children regularly engaged with Brighter Smiles oral health activities



Over 1,884 private patients registered with Brighter Dental for regular dental care



£70,500 Smile Together investment into Brighter Smiles



20 Brighter Smiles supporters contributing £110,850 to our campaign



Currently employ almost 130 people (76% employee-ownership)



Introduced Perform alongside bespoke Training Academy



Provide 3 x as much verifiable CPD as clinicians require



Recognition in 13 prestigious national awards, winning 6 since 2016

Prevent

Oral health messaging and intervention is fundamental to our work, to positively influence behaviour and ultimately prevent decay.

From on-line resources and patient engagement when attending for appointments through to delivery of our Brighter Smiles oral health programme, engaging with children and families in some of the most deprived parts of Cornwall, it underpins everything we do.

We partner with others and engage in high-profile oral health campaigns to make the biggest possible difference, and together we have a significant impact.

"I've been working closely with Smile Together for a number of years now as they continually improve and enhance their frontline patient environments as well as their work areas for colleagues. I've become acutely aware of the shocking scale of tooth decay in children across the county, and as it's an entirely preventable issue I was keen to support this Cornish school community and seeing the difference it will make." – Steve Coombe, owner of interior design company 3idog, supporting Mawgan-in-Pydar Primary School

"So many of our families struggle to regularly visit a dentist so we are very grateful to Brady Construction Services for their generous support in bringing the Brighter Smiles programme into our school community." – Jeremy Walden, Head Teacher at Roche Community Primary School, part of the Truro and Penwith Academy Trust

"The Brighter Smiles nurse was so lovely with the children. She included all the children, telling them about how to clean in circles for 2 minutes. Talked about sugar bugs and the tooth fairy who doesn't like holes in the teeth she collects. All the children loved Dylan and each had a go at brushing his teeth. The session was very well organised and informative for both children and adults. Thank you so much!" – Nursery room leader at Happy Days Nursery, St Minver

"It's one thing to talk about oral health to children but this way, actually brushing teeth in school, really enforces the key messages daily" – Carclaze School teacher

"My daughter came home from school with one of your packs today. You cannot imagine my joy at seeing the egg timer and something in print that backs up her father's moaning (at her and her brother) that 17 seconds is not sufficient brushing time. Thank you!" – Facebook review



Awards & achievements:

Winner National Smile Month 2019 'Nominate a Smile'

Shortlisted in The Dental Awards for National Smile Month 2019 campaign of the year

Reducing health inequalities within our communities by bringing accessible dental treatment to those who need it most

Issue	Activities	Results
The number one reason children aged 5-9 years are admitted to hospital for general anaesthetic is for tooth extraction due to decay with an average of 3 school days per annum missed per pupil due to dental pain and treatment – an educational as well as socio-economic issue of parental absence from work	<p>Brighter Smiles receives funding from Cornwall Council's Public Health team to deliver an oral health programme to targeted primary schools, nurseries and family hubs in areas of high decay</p> <p>Complementing this, our Brighter Smiles campaign delivers additional activity funded in partnership between Smile Together and valued partner organisations</p> <p>Recording schools attended by younger patients having teeth removed under general anaesthetic to identify the positive impact we have in those visited by our Brighter Smiles team</p> <p>Began BASCD, the British Association for the Study of Community Dentistry, targeting 750 3-year-olds in Spring 2020, paused due to Covid-19</p>	<p>1,694 children received Council-funded support for our Brighter Smiles oral health programme with toothbrushing clubs, fluoride varnishing application and oral health education sessions</p> <p>20 partner organisations and philanthropic individuals proactively engaged with our Brighter Smiles campaign providing funding and/or in-kind support for an additional 20 school and nursery communities, reaching an additional 2,760 children per year</p> <p>More than doubled the size and impact of our Brighter Smiles campaign this year</p>
Decay rates in children from deprived areas are twice those of children in other areas	By reinvesting our own funds and working in partnership with others, we are extending the reach of our Brighter Smiles campaign and contributing to reducing inequality between deprived and non-deprived areas	4,454 children have benefited from our Brighter Smiles oral health programme, plus we engaged with an additional 745 children, teachers and family members this year!
Importance of raising awareness of preventable tooth decay	<p>Proactive engagement in local, national and international oral health initiatives and campaigns – we even delivered 'lunch and learn' oral health sessions for our own colleagues and those of partners such as Cornwall Council</p> <p>Patients attending any dental appointments receive advice and guidance from our experienced clinicians – a comprehensive Patient Information Zone on our website contains helpful information and resources to guide oral health care at home</p> <p>The BBC and ITV Westcountry featured our work with children undergoing tooth extraction under general anaesthetic, at the harboursides and oral health interventions with Newlyn School</p>	<p>Recognised involvement in National Smile Month where our Brighter Smiles lead oral health nurse was one of just four 'Nominate a Smile' winners and we were shortlisted for Campaign of the Year 2019 by The Dental Awards</p> <p>Supported World Oral Health Day, Mouth Cancer Action Month, SUGAR SMART September, Fizz Free February and Sugar Awareness Week, and the Employee Ownership Association 40th anniversary campaign launch on EO Day, fundraising to support oral health initiatives by our good friends CDS</p>

Our impact at a glance

£181,350

spent on toothbrushing clubs, fluoride varnishing and oral health education*

£748,045

saved from the NHS budget through our investment in Brighter Smiles*

>100%

increase in the number of children seen by our Brighter Smiles team in the last year

1:6

prevention is better than cure ratio – for every single prevention engagement we're providing dental treatment for 6 patients

*Source: Public Health England return on investment figures – toothbrushing clubs (£1 = £3.06), fluoride varnishing (£1 = £2.29) and oral health education (£1 = £4.89)

Reach

Like all dental providers we're playing our part in tackling the large and growing NHS waiting list in Cornwall and the Isles of Scilly. At Smile Together we're proud of the enormous strides we continue to make in increasing both the capacity and accessibility of dentistry.

It's over a year since we opened our purpose-designed accessible dental centre at Harleigh Road in Bodmin with facilities previously unavailable in the county, especially supporting those patients with more complex health requirements. An ambitious, self-funded project for which we attracted £1m social investment from Big Issue Invest.

Creative initiatives at our five Brighter Dental practices based in the heart of local communities, such as seeing children for free, are making dentistry even more accessible for Cornish people. Hundreds of patients are taking advantage of our commitment to creating healthier happier communities.

Our team's passion for reaching out to those who need us most saw us venture even further into fishing communities. Our Smiles at Sea initiative visited nine fishing ports in three weeks – from Newlyn and Hayle in West Cornwall to Brixham and Ilfracombe in Devon – providing immediate dental treatment from a mobile dental unit. Delivered by Smile Together in partnership with The Fishermen's Mission, Seafarers Hospital Society and Healthy Cornwall, and funded by Seafarers UK as part of the national SeaFit Programme, the sustained impact of Smiles at Sea has achieved national recognition and alongside Brighter Smiles featured in a national BBC programme 'Coastal Erosion' which you can see at: <https://smiletogether.co.uk/smile-together-on-the-bbc/>

"I'm going to register as a private patient at Harleigh Road after such an amazing experience on Sunday as an emergency patient" – Patient email

"The dentist made my daughter feel very comfortable and safe. She spoke to us all through the two procedures and made us laugh lots. For my daughter to feel this comfortable at the dentist is amazing. Thank you very much" – NHS Friends and Family test

"If you use a wheelchair and need to use the wheelchair tipper, do not hesitate. It is very easy to use and once tipped, as comfortable as you can be. It doesn't take long, it's very smooth and not jerky. The dentist was very reassuring as was her assistant at the time" – NHS Friends and Family test

"Can't tell you how great it is that you've been here today. I haven't had my teeth checked in a long time. They are much cleaner and I feel a lot better, and I now have a referral to mend my broken teeth so I am very happy" – Smiles at Sea patient review



Awards & achievements:

Winner of national Dental Awards 2019 for Smiles at Sea as Best Outreach or Charity Initiative

Smiles at Sea shortlisted with the SeaFit Programme for Project of the Year in the Third Sector Business Charity Awards 2020

Featured in national BBC programme 'Coastal Erosion' – most watched that day on BBC iPlayer

Reducing health inequalities within our communities by bringing accessible dental treatment to those who need it most

Issue	Activities	Results
51% of adults and 42% of children do not see an NHS dentist in England, and 1 in every 7 adults suffer from extreme dental anxiety	Smile Together provides dental services and treatments from community-based locations and reaches even further into the local community to improve access to care	2,307 patients registered with Brighter Dental (NHS and private) now receiving regular dental care
Private dentistry is seen as cost-prohibitive and patients don't always see this as a realistic choice	<p>Half-price initial examinations for adults across Brighter Dental encouraged more people to access more regular dental care even where NHS places were not available</p> <p>Patient Plans reduce cost barriers to regular dental care by spreading the cost of dentistry</p> <p>Brighter Dental 'children go free' offer enables children to be seen (up to age 17) and come off the NHS waiting list even if no NHS place is available</p>	<p>1,884 patients registered for regular private care with Brighter Dental with 110 accessing Patient Plans</p> <p>972 children seen for free by Brighter Dental (almost 600% increase compared to 2019) – also benefited from fluoride varnishing to strengthen their teeth, fissure sealants to protect their teeth, and oral health/dietary advice and guidance to prevent tooth decay between visits</p>
Some Cornish communities rarely visit a dentist due to the demands of their work, and some communities globally have no access to oral healthcare	<p>Smiles at Sea, part of the national Get Sea Fit initiative, delivers dentistry at the heart of fishing communities from a mobile dental unit, alongside others providing health and wellbeing support</p> <p>We actively encourage our teams to volunteer, including to enhance access to dental care</p>	<p>173 fishermen and their dependent family members were seen at harboursides across Cornwall and Devon, with 81 referred for further subsidised private dental treatment with Brighter Dental</p> <p>Took our mobile dental unit to schools in fishing communities and engaged with 452 pupils, some of whom had never been inside a dental surgery (let alone one on wheels)!</p> <p>In addition to operationally leading Smiles at Sea 2019 one of our dental nurses volunteered with Dentaid in Morocco as part of a small team who, in 5 days, screened over 3000 children, treated 1439 patients and extracted teeth from 705 of them (mainly children)</p>

Our impact at a glance

2,202

more children regularly seeing a dentist in Cornwall through Brighter Dental

683%

increase in visits to the Brighter Dental website with audience increased by 670% and enquiries by 5,507%

173

fishermen seen by our Smiles at Sea team, 50% increase on 2019

972

children regularly seen for free by our Brighter Dental team in the last year – a 600% increase on last year

Treat

Our West Country Dental Care team provide urgent and emergency dental treatments for people who don't have their own dentist, run out-of-hours surgeries and apply expert skills to treat children and adults with a range of special care needs alongside oral surgery, children's orthodontics and treatments under general anaesthetic in a hospital setting.

They treat over 30,000 patients every year, many of whom have complex health conditions or are anxious, phobic or in extreme pain and discomfort. We are therefore very proud of our consistently high 97% satisfaction rating from the national Friends and Family test and the personal thank you's we regularly receive from our patients.

As an employee-owned community interest company reinvesting our profits back into dental service provision and our community, we have continued to improve clinical and patient facilities across the county, facilitate our team's Continuing Professional Development through our bespoke Training Academy and treat almost twice as many special care patients than we are contracted to see by NHS England, particularly in our accessible dental centre in Bodmin which was purpose-designed for this patient group.

"Thank you to the duty dentist who extracted my very painful tooth this evening. Years of dentist phobia melted away by painless injections and an extraction that I didn't feel! I've been in pain for a day or so but anxious about having it sorted. Last night it became so unbearable I had to get help" – 5* Facebook review

"The ladies at this practice are absolutely amazing. They treated my child with so much respect and showed my child so much kindness which makes them want to come back for the treatment they need" – NHS Friends and Family test

"Very caring and prompt care. Found this emergency service after being unable to stem a bleed for 18 hours over a Friday night/Sat morning. Own dentist unreachable. Rang up, invited to drive up asap. Arrived at 10 am. Seen by a dentist within 10 mins. Very caring, very efficient professional service. Problem area stitched and was not discharged until the young lady dentist was satisfied the issue was stable. It would have been an A & E visit and an even longer worrying time without this wonderful care." – NHS website review



Awards & achievements:

Winner of UK Social Enterprise Awards 2019 "Social Investment Deal of the Year" with Resonance and Big Issue Invest for developing Harleigh Road Dental Centre

On National Dental Nurses Day 2019 our Smiles at Sea lead dental nurse won Outstanding Dental Nurse including for her volunteering in Morocco with Dentaaid

Ensuring all patients receive high quality dentistry focused on patient care and clinical excellence

Issue	Activities	Results
An estimated 50% of people don't have access to regular dental care and there are still well over 23,500 people on the NHS waiting list in Cornwall and the Isles of Scilly	Our dedicated Call Centre maximises the number of appointments and treatments available, including private and emergency appointments during evenings, weekends and bank holidays, a process further enhanced by dentists telephone triaging, introduced during Covid-19	Handle almost 2,000 calls a week and treat around 35,000 patients a year, almost 18,835 in emergency appointments plus a further 3,703 seen by Brighter Dental colleagues
Sugar makes up 14% of the daily calorie intake of those aged 4-18 years - three times the recommended amount 25% of adults don't regularly brush their teeth and 1 in 3 have never flossed or interdentally cleaned	Patients attending for appointments receive prevention advice and guidance from our experienced clinicians, and are signposted to resources on our comprehensive Patient Information Zone on our website Our Brighter Smiles programme includes regular toothbrushing clubs, fluoride varnishing and oral health education with packs and guidance for the whole family	There were 6,045 interactions with our Brighter Smiles team this year involving both children and adults
Cornwall's population with a long-term limiting illness or disability is more than twice the national average at 21%	We make high quality dental care, advice and guidance available to those who need us most	4,059 special care patients seen (contracted by NHS England to see 2,160) – an 88% over-achievement. The Cornwall Autism Society funded a 3D film of Harleigh Road so patients could reassuringly visualise the facility before attending in person and, following advice from Accessibility Cornwall, we installed ReciteMe accessibility tool on our patient-facing websites
Capacity building required in terms of our facilities and our people to meet the increasing demands on our dental services	Continuous investment in our surgeries to ensure high quality clinical and patient-focused environments Recruitment of new people, both clinical and professional support, with enhanced team development via our bespoke Training Academy, on-line Perform system and annual peer review and Smile (Get) Together events	Regular repair/maintenance programme, consolidated dental services from a less accessible location in Penzance to The Lescudjack Centre and continued investment into Harleigh Road Dental Centre, chosen by NHS England as Cornwall's first Urgent Dental Care Hub during the Covid-19 pandemic – opened Easter Saturday 2020 ahead of schedule 4 new team members in the last year including the retention of 2 dental nurses in full time roles upon completion of their apprenticeship and delivered 187 hours verifiable face-to-face CPD with an additional 5,500 hours non-verifiable e-learning made available. 11 team members completed an ILM Development Programme and every employee is now registered for regular reviews on Perform

Our impact at a glance

120

people attended our Harleigh Road community open day, 39 registering as Brighter Dental private patients

97%

likely to recommend us in NHS Friends and Family test

2x

more special care patients treated than we're contracted to see

107,139

items of dental equipment decontaminated each year

Engage

Engagement is a vital component in our employee-owned company and, with almost 80% employee-ownership, the support of our Staff Council and its elected representatives is extraordinarily valuable.

In the last year, based on feedback through our Staff Survey and by partnering with others such as Healthy Cornwall and fellow social enterprise Better Leisure, they have driven an excellent holistic health and wellbeing initiative to support colleagues, which of course came into its own when the pandemic hit.

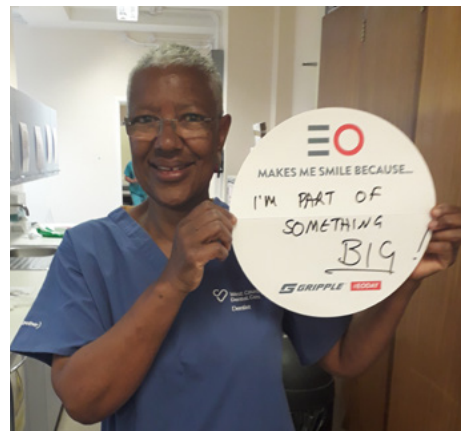
Our Staff Council help us harness the professionalism, passion and dedication of our team and this year has been no exception – from prize-winning shareholders attending Employee Ownership Association events to fundraising for our charity of the year and other worthy causes. Going Green remains high on the agenda and we're proud that our Harleigh Road Dental Centre is now an official Colgate Terracycle location for patients and local residents – our Brighter Smiles team encourages recycling of oral health items in every school, nursery and family hub that they visit and we collected items during Smiles at Sea 2019, planning more beach cleans at the locations we visit in future.

Much of what we achieve is done so in partnership with a range of commissioners, investors and partners. We're grateful to those such as NHS England and Cornwall Council who so confidently commission our services, Big Issue Invest for their £1m social investment in Harleigh Road, our Smiles at Sea partnership goes from strength to strength, we've gained and retained valued Brighter Smiles supporters again this year - together we're making a sustainable difference to our patients, our team and our community, delivering dentistry with social impact.

"It was great to see Smile Together receive an award last week. It's certainly not easy to continue to innovate, grow and achieve in the current climate so your success is all the more incredible – many congratulations" – SEUK team

"Many of the fishermen we saw hadn't seen a dentist for years and were full of praise for the treatment they received. We're delighted with the response to this year's #SmilesatSea tour of Devon and Cornwall. It has been fantastic, far exceeding our expectations" – Carol Elliott, SeaFit Project Delivery Manager

"It's been a real pleasure to work with the team, and I'll certainly miss the partnership. Your team have done some amazing fundraising over the last two years" – Steph Bray, Cornwall Air Ambulance Trust



Awards & achievements:

Member of our professional support team shortlisted for the Cornwall Chamber of Commerce 2020 Class of 30 under 30

We engage with a range of commissioners, investors and partners, together making a real difference to our patients, our team and our community

Issue	Activities	Results
Genuine employee-engagement within our employee-owned social enterprise, supporting this growing sector of the UK economy and ensuring socio-economic impact	A proactive Staff Council comprising 7 elected representatives and 5 standing members and other employee-owners within the business regularly engaging with the Employee Ownership Association (EOA)	76% shareholders in a total workforce of almost 130 . Staff Council representatives and prize-winning shareholders attended EOA regional networking events and their national conference, and we all celebrated EO Day in June 2019
Build pride and recognition for all that we achieve as a business and by working in partnership	Regular external engagement with our local business community, key national networks and in national, regional and local initiatives to raise awareness of our impact across Cornwall and the Isles of Scilly	£1m social investment from Big Issue Invest, a major contract extended by NHS England and almost doubled the number of Brighter Smiles supporters Proactive support for national campaigns such as Social Enterprise UK #MyJobMatters and #WhoKnew , Antibiotic Awareness Week and Data Protection Day - achieved 92% completion in the 'Information Governance NHS Toolkit data security assessment' with 100% satisfactory IG spot checks
Support one another and consider our sustainability credentials	<p>A real focus in the last year on holistic health and wellbeing, driven by our Staff Council</p> <p>Fundraising for our charity of the year and proactively supporting our local community - engaging colleagues in supporting our Makaton Christmas Carol, Christmas Jumper Day for Save the Children, The Body Shop's End Period Poverty Campaign and Cornwall Christmas Box Appeal</p> <p>We endeavour to systematically adhere to the 5 R's of Refuse, Reduce, Reuse, Repurpose and Recycle</p>	<p>Regularly updated Health and Wellbeing intranet zone with recipes, walks, advice and resources; annual flu jabs; and a Step Challenge to walk 26 miles in 26 days raising funds for our charity of the year (our winner walking 337,519 steps, the equivalent of Porthtowan to Bristol)!</p> <p>Donated more obsolete equipment to Dentaaid, ComputerAid and local schools, raised £3,325 for Cornwall Air Ambulance Trust towards their successful Heli Appeal and, just before choosing Penhaligon's Friends as our next Charity of the Year, raised £100 each for koalas affected by the Australian bush fires and NHS Charities (especially by a talented colleague crocheting bears and rainbows)!</p> <p>Harleigh Road Dental Centre is an official Colgate Terracycle location and we encourage recycling of oral health items in all the communities we engage with each year</p> <p>Every colleague has a reusable Smile Together water bottle and coffee cup, and in all locations we encourage recycling and ideas for reducing our carbon footprint</p>

Our impact at a glance

100%

surpluses reinvested

76%

employee-ownership, 10% increase year on year

188%

increase in visitors to Smile Together websites since 2017

>175k

audience reached from our social media accounts



"The team was brilliant, I have not seen a dentist for 14 years and was petrified. I had 2 broken teeth and another that needed to come out. I cannot fault them. They were compassionate and very reassuring and they have restored my faith in dentists"

5* NHS website review



"Can only say absolutely 1st class service and more! Finished course of treatment today at the new centre [Harleigh Rd]. Found myself actually looking forward and not apprehensive about attending for the first time in decades. Thank you!!"

5* Facebook review



"By far the best I've ever been to. All staff friendly, waiting area relaxed. Cannot recommend highly enough. As a nervous patient with health issues they were excellent."

5* Google review



"I was so impressed with the care and attention I received today at Brighter Dental in Bodmin, it has totally restored my faith in dentists, whether you are private or NHS"

5* Facebook review

(Smile:Together)



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