



(Smile:Together)

2022/2023

Social & Environmental Impact Report

A force for good in a changing landscape

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"I went to the dentist in Penzance (The Lescudjack Centre) recently and was greeted by 2 lovely women. I was very anxious and I do not deal with it very well. They were both very patient with me and honestly if it weren't for them I wouldn't have got through it. My tooth was badly damaged and painful, I was nearly in tears. The dentist did not want me to leave with the pain I was in, so she thought of the best possible solution and helped me with it until my next appointment. I went from 10/10 to 2/10 pain thanks to her quick thinking. The dental nurse was very lovely too and she really supported me throughout. I'm very thankful for them both going the extra mile and making my situation much more bearable. Thanks so much"

5* Facebook review

"I had a dental emergency last week and am so pleased (and relieved) to have been registered as a patient with you on a Patient Plan! I got gold star advice, guidance and treatment from start to finish from both your Newquay and Bodmin teams who could not have been more helpful, caring and professional – thank you"

Email review



Welcome

It's never been a more important time for Smile Together to be a strong and consistent force for good on behalf of our people, our patients and our communities, with a clear focus upon environmental sustainability.

It's a time of significant change in dentistry, when so many local people are struggling to access regular dental care. Not only do we deliver much-needed urgent and emergency care alongside a range of NHS referral and private services, but we continue to go above and beyond, frequently exceeding what we're commissioned to do and working in partnership to make every contact count. Reaching further into our local communities to tackle oral health inequalities across the county and beyond, achieving even greater impact through an integrated partnership approach.

We're a mission-led, employee-owned community interest company and certified B Corporation, with an engaged and passionate team, dedicated to making a difference for those who need care most. Since 2016 we've reinvested over £7 million into our patient facilities, our people and our communities.



Jonathan Bower-Davies
Managing Director



Mark Johnstone
Chair of the Board

A big thank you as always to our colleagues, commissioners and other partners for their commitment, resilience and support as we continue to navigate our way through our ever-evolving landscape, responding positively to those changes.

We're thrilled to publish our Social and Environmental Impact Report for 2022/23, demonstrating the delivery of our vision and mission in such a consistently meaningful and transformational way.

We hope you are equally inspired by the impact that we have.



The challenge we face



Well over 55,000 people on the waiting list for an NHS dentist in Cornwall (in 2019 it was 23,500)



36% of children do not see an NHS dentist each year and on average 3 days of school are missed due to dental problems¹



83% increase in the number of caries-related tooth extractions in hospital for 0-to-19 year olds compared to the previous year 2020/21¹



25% of children have tooth decay with 3-4 teeth affected, which is a fifth of the total number of teeth a child has¹



102 children every day have teeth removed in hospital due to decay, yet this is preventable¹



The average 5 year old consumes their own body weight in sugar each year¹



9/10 hospital tooth extractions among children aged 0 – 5 years are due to preventable decay¹



Almost 90% of NHS dental practices in the UK are no longer accepting new adult patients, and only one in five practices are willing to accept children as new patients²



Only around 36% of UK adults were able to get an appointment with an NHS dentist last year³



Those fortunate enough to get an appointment often have to wait months for routine dental care⁴



Since 2006, funding for NHS dental services has been restricted, with the current level only sufficient to provide care for 50% of the population⁵



Many young dental graduates see no future in the NHS and aim to work in the private sector, a situation compounded by Brexit, COVID-19, reduced numbers of UK graduates and increased part-time working⁶

Sources:

¹ [gov.uk/government/statistics/hospital-tooth-extractions-in-0-to-19-year-olds-2022/hospital-tooth-extractions-in-0-to-19-year-olds-2022](https://www.gov.uk/government/statistics/hospital-tooth-extractions-in-0-to-19-year-olds-2022/hospital-tooth-extractions-in-0-to-19-year-olds-2022)

² [bbc.co.uk/news/health-62253893](https://www.bbc.co.uk/news/health-62253893)

³ digital.nhs.uk/data-and-information/publications/statistical/nhs-dental-statistics/2021-22-biannual-report

⁴ [bda.org/news-centre/blog/Pages/NHS-dentistry-have-we-reached-the-point-of-no-return.aspx](https://www.bda.org/news-centre/blog/Pages/NHS-dentistry-have-we-reached-the-point-of-no-return.aspx)

⁵ [nao.org.uk/wp-content/uploads/2020/03/Dentistry-in-England.pdf](https://www.nao.org.uk/wp-content/uploads/2020/03/Dentistry-in-England.pdf)

⁶ [nature.com/articles/sj.bdj.2018.359](https://www.nature.com/articles/sj.bdj.2018.359)

The complexities of UK dentistry

It really is a complex and ever-changing landscape, tricky to understand for those in the sector let alone those outside looking in. The national challenges facing dentistry are well documented, but in short:

Approximately 90% of UK dentistry is provided by independently owned dental practices, such as Smile Together, commissioned to deliver NHS dental care. For many patients, dental care is not free at the point of delivery and since 1951, patients have had to pay towards the cost of their treatment.

Between 2014 and 2019, NHS dentistry saw a 4% reduction in funding while overall NHS funding in that same period increased by an average of 1.4% per year and NHS patient dental charges increased by 9%¹.

Delivering high quality healthcare by skilled professionals in a safe environment is expensive, and costs continue to increase². Analysis by the British Dental Association indicates that dental inflation is running at over 11% with the cost of wages, materials, consumables, laboratory items and utility bills all rising. Therefore, with NHS funding being reduced in real terms, dental practices are being forced to look to the private sector to remain financially viable and resilient³.

Funding is just one issue.

A new dental contract introduced in 2006 measures performance based on a points system known as Units of Dental Activity (UDAs)⁴. Dentists are given a certain number of points for performing different procedures for a patient (such as a filling), and practices have an annual target of UDAs to achieve. This needs to be delivered in order to retain their NHS funding but it often doesn't equate, with dentists awarded the same number

of UDAs for performing a small filling as they would if they did multiple fillings, root canals and other more complex treatment on the same patient. Arguably this target-based system rewards quantity of UDAs over quality of treatment, does little to promote preventative dentistry and disincentivises the treatment of patients with the greatest need⁵.

Chasing UDA targets to retain NHS funding is a key driver in many dentists moving away from the NHS to private care delivery, in turn impeding our efforts to recruit enough clinicians to provide the NHS care we're commissioned to deliver⁶.

Yes, it's complex but that doesn't mean we shouldn't all try!

We recognise that, whilst it places a greater burden on those who can afford to pay, our limited NHS dental resources should be responsibly targeted at the most vulnerable in our society, prioritising those with the greatest need. In effect that's what we do at Smile Together, through the NHS and private dental care we provide and the impact we have in our local communities. For us 'more margin = more mission'.

From 1st April 2023 our local Integrated Care Board assumed delegated responsibility for commissioning dental services along with the management of our commissioned contracts. We'll continue to support them in shaping dental provision across our region and doing whatever we can to make a sustainable difference for our patients and communities, building on what we already achieve.

"I attended this Newquay dentist today and found the service excellent. A thorough, no nonsense assessment by the excellent dentist after taking X-rays helped me to decide the treatment needed now and in the future. More work ahead, almost certainly, but I will happily stay with this practice."

5* Google Review

Sources:

¹ nhsfunding.info/nhs-crisis-making/

² bda.org/news-centre/blog/Documents/DDRDB-evidence-2022-23-British-Dental-Association-25Jan22.pdf

³ bda.org/news-centre/latest-news-articles/Pages/NHS-Dentists-demand-lifeline-as-dental-inflation-soars.aspx

⁴ nature.com/articles/vital1131

⁵ nature.com/articles/sj.bdj.2016.214

⁶ bda.org/news-centre/blog/Pages/NHS-dentistry-I-don%E2%80%99t-want-to-leave-but-I-feel-there-is-no-choice.aspx

Awards & achievements

Winner of the 'Business Finance Award' in the Cornwall Business Awards June 2022, shortlisted in the Business with a Purpose category and entered into their People's Choice Award for a public vote

Winner of 'Community Champion – Community Business of the Year' in the British Chamber of Commerce Awards 2022, going through to the national finals

Our B Corp certification and plaque handover in July 2022 generated phenomenal social media engagement and media coverage including in the national dentistry Probe Magazine and Business Cornwall

Featured in Good Finance UK following an interview with Social Enterprise UK exploring how we used social investment from Big Issue Invest to help us tackle oral health inequality

"As an extremely nervous person who has a seriously bad fear of dentists since childhood, the staff at Smile Together at Saltash are so very friendly, helpful, non-pressured and calming. I'm glad I decided to join as a patient, they are giving me my smile and confidence back."

5* Google review

Our business

Resilience, partnership and engagement

STRATEGIC OBJECTIVE:

To generate profit for investment into our services and our communities, benefiting our patients and our people, and furthering our impact whilst protecting our assets – 'More Margin, More Mission'

In our employee-owned Community Interest Company and certified B Corp 'More Margin, More Mission' means we achieve a trading surplus (profit) each year to continue tackling oral health inequality for our patients and our communities whilst being more environmentally friendly in the way that we do things.

Continuation of our Business Resilience Plan this year has seen us maximising additional sources of income. Due to patient demand, a fourth surgery already complements our brand-new contemporary private dental practice at Keast Mews in Saltash, which only opened in February 2023, and we're enhancing our overall private offering through evolutionary clinical skill mix, in turn providing progressive and rewarding careers.

Recognising excellence in our social and environmental impact alongside governance, employee-ownership and being a force for good for people and the planet, we became part of the global B Corporation community in July 2022. The first UK dental practice to achieve B Corp certification with a high finalised score of 122.9 (when 80 qualifies)! Naturally we marked our certification in an authentically Cornish way, on the beach with a sand artist! Our ambition is to be an influential leader in this space, continuing to make a sustainable difference within our local communities by improving access and impact through direct delivery and integrated healthcare initiatives. There are now over 800 Certified B Corps in the UK and, outside London, Cornwall boasts the biggest B Corp community.

Our service improvement and impact governance frameworks enable colleagues to submit great ideas for consideration and implementation, whilst partnership and engagement remains core to the way we work with our commissioners, funders,

supporters and suppliers – an effective integrated approach to delivering our mission and making every contact count.

Alongside our own initiatives we've proactively supported key international, national and local oral health campaigns as well as those relating to employee-ownership, social enterprise and the global B Corporation movement – for example, this year we:

- Attended B Local events, proactively supporting Cornwall Chamber of Commerce with B23, encouraging 23 more Cornish businesses to submit for B Corp certification this year; and the Chamber's #PlanetC Big Breakfast event at The Eden Project
- Engaged in B Corp month during March showcasing how #WeGoBeyond, presenting locally-sourced, recycled wooden plaques to our receptionists; added 'Behind the B' training course to our Training Academy, an opportunity for colleagues to enhance their knowledge of the B Corp movement, its positive impact globally, and the benefits of certification
- Supported the Employee-Ownership Association's 10th annual EO Day, sharing the benefits and encouraging other potential EO businesses to transition, shining a light on our Shareholder Impact Board (SIB) elected representatives who help us engage colleagues and ensure their voice is heard. Six SIB representatives and employee-owners attended the national EOA Conference in Liverpool in October 2022
- Engaged in everything from National Smile Month, World Oral Health Day, Mouth Cancer Action Month, National Tooth Fairy Day and National Dental Nurses Day to World Antimicrobial Awareness Week, World Mental Health Day, International Women's Day (as part of B Corp month), World Environment Day and National Dentist's Day
- Attended Association of Dental Group and other key dental/business events plus exhibited at two major dentistry shows in London and Birmingham, helping to bring Smile Together to a national audience, promoting our progressive dental career opportunities and building our reputation as an employer of choice

Impact at a glance

1st

UK dental practice to achieve B Corp certification with a high B Impact Score of 122.9

100%

Opted-in employee-ownership of eligible employees in a total workforce of 106

100%

Surpluses invested

Committed

Real Living Wage employer, introducing the increase in January 2023, ahead of the national implementation date of 14th May

£995k

Smile Together investment into patient facilities

8

Elected Shareholder Impact Board (SIB) representatives with the SIB chair a Non-Executive Board Director

41

Partners whom we regularly support or deliver our integrated healthcare initiatives with

47%

Above our private patient income annual target: 'More Margin, More Mission'



Awards & achievements

Winners of 'Cornwall People First Awards - Above and Beyond Award' as nominated by one of our patients and voted winners by the board of trustees, all of whom are adults with learning disabilities or autism

Our Dental Director elected Chair for the NHS E&I Urgent Care Managed Clinical Network (MCN) South West

The opening of Keast Mews in Saltash generated over 300 patient registrations and significant media coverage including in Cornwall Business News and the national Dental Review, with the editor saying: "Love the news from you guys, always so positive at a time when we need it"

"Absolutely cannot thank you enough, took my fear and pain away, felt at ease, I even chose to have the tooth out, brilliant service thanks guys A+++ service."

5* Google review

Our patients

Prevent, reach and treat

STRATEGIC OBJECTIVE:

To deliver high quality care based on continuous improvement

Not only do our teams deliver high quality care to large numbers of patients but they are constantly innovating and collaborating to improve patient services and pathways to care, particularly for those more vulnerable people who find access more challenging.

There is recognised difficult in accessing NHS dentistry in Cornwall and the Isles of Scilly so demand for our urgent and emergency care, for patients who don't have their own dentist, remains extraordinarily high. Our dedicated call handling team responded to almost 85,000 in-bound patient calls last year, providing over 32,000 appointments for patients most in need of our care.

As part of our Patient Experience Framework, we've delivered in-house patient experience training to 45 front-of-house colleagues, have increased our patient feedback response rate by 29% and are developing a patient experience tool kit for our managers.

Very often adults themselves haven't visited the dentist for many years so have lost the incentive to take their children, but everyone should have a thorough dental check-up on a regular basis and children especially should be regularly seen and treated. That's why we endeavour to provide free dental treatment and twice-yearly check-ups for children when their parents, carers or guardians are registered onto our Patient Plan and they attend together as a family. We have also introduced dedicated child Patient Plans.

We continue to deliver way above our commissioned targets for special care and paediatric dentistry and perform well across other referred dental services such as minor oral surgery, avoiding the need for a hospital visit. We manage all referrals received from Cornwall Referral Management Centre and recent

national changes to a dental therapist scope of practice means our dental therapists can also now support this work and further reduce patient waiting times for assessment.

In May 2019 Smile Together invested to provide the community with a purpose-designed accessible dental centre at Harleigh Road in Bodmin, transforming dental provision in the county for patients who need care most. This saw us bring a much-loved former grammar school back into purposeful use, much to the delight of those local people who attend for private routine care with us from this location.

Since then we've enhanced other practice locations across the county and in February 2023 opened a brand-new contemporary and fully-private dental practice at Keast Mews in Saltash, with a strong focus upon environmental sustainability. We have already expanded here with a fourth surgery due to patient demand.

Our Create : Together patient representative forum provides invaluable insight to barriers, inequalities and needs of particular patient groups, helping us design better pathways to oral health care. We've purchased our own mobile dental unit and introduced a dedicated Outreach team to further develop collaborative and integrated healthcare partnerships to especially reach children and adults in areas of deprivation, who have traditionally found it difficult to engage with our services.

Our web-based Patient Hub continues to be a well-visited dental resource with ReciteMe embedded throughout our website presence, providing powerful accessibility tools and language interpretation functionality for both webpages and documents.

Impact at a glance

17,480

Patients seen in 32,193 appointments, keeping patients out of pain and A&E

718

More patients treated on the Isles of Scilly than we're commissioned to see, plus we're providing access to some additional private services for residents there

3,170

Special care and paediatric appointments for 2,167 patients

3,254

Orthodontic appointments for referred young people

559

More new private patients registered, almost half onto our Patient Plan

132,186

Items of dental equipment decontaminated in-house

84,489

In-bound patient calls (daytime, evenings and weekends)

99.8%

Consistent positive rating through NHS Friends & Family feedback via our Practice Management System from 3,925 responses



Awards & achievements

Shortlisted for the Cornwall Apprenticeship Awards 2022 in the healthcare category for "reaching exceptional levels of achievement and making a valuable contribution to our company"

Entered the Cornwall Chamber of Commerce Cornwall 30 under 30 Awards

Dental Nursing Journal featured one of our Special Care trained dental nurses

"Just want to say a really big thank you to your amazing staff. Had my new dental plate fitted today and they look really amazing, really friendly staff make you feel so welcome. Came home with the biggest smile. Thank you so much."

Patient email

Our people

Great people, reaching and treating

STRATEGIC OBJECTIVE:

To value, develop and reward our people, proudly working in motivated and productive teams

We really are a very different dental provider, which means our clinical career opportunities are genuinely progressive and rewarding, attracting keen interest at the dental shows we attend in London and Birmingham and through our national advertising campaigns. A key dental influencer on Twitter shared: "Great advert in the latest @The_BDJ. The mix of clinic work plus leadership/non-clinical opportunities is the way forward for general dentistry. Deserving of attention".

Seeing is believing and we really enjoy meeting those dentists who take time out to visit us, explore our beautiful county and experience the great things we do in local communities alongside dental provision in the surgery environment. One locum dentist so enjoyed treating fishermen in our mobile dental unit at a Cornish harbourside that she joined us on a permanent basis!

Our career progression opportunities are truly outstanding and in the last year we've seen four dental nurses achieve promotion to Lead Location Manager, Outreach and Nurse Development Manager, Business and Performance Lead, and dedicated Outreach Dental Nurse. We've recruited three more dental nurse apprentices (one of whom was previously our Newquay receptionist and is also now an elected SIB representative), promoted our Bodmin receptionist into our Outreach team and provided work experience to inspire young people into dental careers. We've built our Board, with our Principal dentist in Saltash now our Clinical Director for Workforce Development and our Head of Operations and Commercial also a Non-Executive Director. Our Inside Track case studies featuring colleagues' career success with Smile Together have seen a staggering 587% increase in views year on year.

Alongside twice-yearly performance reviews, our People Plan sees us benchmarking salaries nationally to ensure they remain competitive. Our wider benefits package is equally attractive and this year we've introduced a paid day off for birthdays, better acknowledgement of long service and boosted Health and Wellbeing resources, led by SIB who ensure colleagues are engaged with their voices heard, including at Board.

Training in standard operating procedures and new national protocols, guidance and other safety measures is embedded into regular compliance training through our bespoke Training Academy, and continuing professional development is core for all colleagues who more than achieve their compulsory training requirements and career aspirations.

19 colleagues have completed their Mental Health First Aid at Work qualification, two dental nurses completed our conscious sedation course and are now certified to provide nursing support for patients receiving dental treatment with inhalation sedation, whilst others have passed their Radiography courses and apprenticeship in dental nursing. We continue to sponsor a former dental nurse through university to become a qualified Dental Therapist.

Our team attended the British Orthodontic Society Conference in Birmingham, a conference arranged by medical students at the University of Bristol, the Building Brands marketing conference in Plymouth, EOA conference in Liverpool and presented at a prestigious special care conference in Paris.

With team members located right across Cornwall and the Isles of Scilly it's not often that we all gather in one place, but this is just what we did in May 2023 - our first Smile (Get) Together since 2019, no thanks to the pandemic, and we enjoyed a fun and informative event. Our internal communications framework keeps employee-owners fully informed, everything from a quarterly Where Are We Now performance report to a fun festive film.

Impact at a glance

100%

Employees had a half-yearly review and a full performance review

3 x

As much verifiable CPD as clinicians require, with 82 colleagues attending face-to-face training/development events

1,212

Courses completed on our bespoke Training Academy

£128,304

Invested into individual learning and development

19

Colleagues trained in Mental Health First Aid at Work and a further 28 in Menopause Awareness training

Boosted

Our online health and wellbeing resources

359%

Increase in visits to our careers portal pages since 2022

587%

Increase in visits to our inside track pages since 2022



Awards & achievements

Two full page editorial pieces all about Smile Together carried in The Probe as a Spotlight Feature and in Dentistry Magazine

Our Smiles at Sea news release generated immediate national coverage in The Probe, Dental Review and via the Oral Health Foundation, plus appearances on ITV Westcountry and Radio Newquay

Featured in Good Finance UK, as part of Social Enterprise UK's Autumn campaign to 'Choose Communities, Buy Social' highlighting the importance of social enterprises to local communities

"Cannot put into words how brilliant the staff were today. Validating, comforting, thoughtful, funny, caring, encouraging, professional, I could go on. As someone that suffers with CPSTD I am so grateful I found this dentist"

5* Google review

Our community

Resilience, partnership and engagement

STRATEGIC OBJECTIVE:

To make a sustainable difference within our local communities

102 children every day have teeth removed in hospital due to decay, yet this is preventable. An average of 3 days a year are missed from school due to dental problems, with further economic impact of days lost from work through caring for these children. Extraction of teeth with general anaesthetic is often a child's first introduction to dental care which can lead to anxiety with lifetime consequences.

Thanks to Cornwall Council's Public Health team and our other valued supporters, around 6,500 Cornish children participated in our Brighter Smiles oral health programme of toothbrushing clubs, fluoride varnish application and oral health education delivered by our Outreach team in nurseries, schools and family hubs. We've engaged with hundreds more teachers and parents/carers and trained family hub workers. Our Isles of Scilly dentist has 'recruited' 18 Deputy Dental Detectives in the school, helping them plus meet their Key Stage 2 learning, complementing the lessons of their regular teaching team!

We've supported the British Association for the Study of Community Dentistry (BASCD) with surveys of 12-year-old child dental health, coordinating the calibration training for the whole region at Carclaze School, and undertaken dental screenings in specialist care homes to avoid these patients and carers unnecessarily travelling for appointments.

We delivered our sixth annual Smiles at Sea tour, providing free dental treatment to fishermen who rarely visit the dentist due to the demands of their work, visiting 5 harbourside locations in 8 days in our mobile dental unit. We saw 103 fishermen and their dependent family members including 12 children, performed 37 fillings, 10 extractions, 25 scale and polish, 10 x-rays, and referred 13 patients for urgent care/minor oral surgery/to Royal Cornwall Hospital Trust for suspected oral cancer, plus appeared on ITV Westcountry and Radio Newquay as well as in the national dental

press. At Newlyn we filmed an oral cancer self-check at sea film and in most locations, partners provided free Health Checks and Covid vaccinations – a great integrated healthcare initiative! We've proudly supported Cornwall Health for Homeless pop-ups across the county, where possible with our mobile dental unit, providing dental treatment and oral health advice and guidance alongside other partners providing health screening, liver scanning, sexual and mental health support, vaccinations, health and beauty, and temporary housing support. We again hosted the December pop-up in our Bodmin Dental Centre with our teams generously providing 15 Christmas food and gift boxes, thanks to other local philanthropic businesses.

Collectively we've made up and donated over 7,000 family or individual oral health packs to foodbanks, homelessness and other local charities best positioned to reach those most in need across the county. These packs include toothbrushes, toothpaste, two-minute timers, a brushing chart, top tips for dental care at home and signposting cards to our urgent and emergency service.

Our employee-owners chose to retain Children's Hospice South West as our charity for another year. We've already raised over £5,000 through our own fundraising initiatives and supporting their events such as the Cycle Ride for Precious Lives, Rainbow Run and Moonlight Memory Walk.

Our collective giving goes even further with our teams once again supporting the Cornwall Christmas Box Appeal, donating 7 food boxes for the poorest families in Cornwall, and fundraising for Bliss and Cancer Research UK. We corporately support colleagues' fundraising endeavours up to £100 per employee per year and whenever we upgrade something, we try to rehome any unwanted items – our 'PC's for Colleagues' initiative raised £645 for Children's Hospice South West.

Impact at a glance

6,500

Children participated in our Brighter Smiles programme last year, plus hundreds more parents and teachers

91

School communities supported by Cornwall Council Public Health team and 18 other Brighter Smiles supporters

91

Dental screenings undertaken

>£5,000

Raised so far for our charity of the year, Children's Hospice South West

103

Fishermen treated during our 2022 Smiles at Sea harbourside tour which incorporated a day treating vulnerable families via Newquay DISC

>7,000

Oral health packs donated to foodbanks, homelessness and other local charities

22

Christmas food and gift boxes donated

20%

Increase in e-newsletter subscribers



Awards & achievements

We're a certified B Corporation, proactively supporting other businesses in pursuing accreditation



"Thankyou to your beautiful team who made me feel so at ease last night with having a phobia and being so scared of the dentist. Was nice to have someone make me feel so at ease, she was lovely - biggest thankyou to you"

Patient email

"The friendliest most accommodating dentists I have ever been to! State of the art facility and extremely clean!"

5* Google review:

"Incredible experience, no dentist I've seen before has acted with such professionalism, highly recommended"

5* Google review:

Our environment

Resilience, partnership and engagement

STRATEGIC OBJECTIVE:

To be more environmentally friendly in the way that we do things

Our B Corporation certification has inspired us to better balance our social and environmental impact, considering 'people, planet, profit' in all that we do. We're developing an Environmental Sustainability Policy and Carbon Reduction Plan, partnering with Tevi and the University of Exeter to complete a baseline assessment of our carbon 'toothprint' and guide our future priorities.

We partner with those in our supply chain to, where possible, source and procure more sustainably and our employee-owners are encouraged to consider sustainable switches, with local successes captured through our impact framework and rolled out across the whole company for maximum effect. Consequently, we've procured non-plastic parcel tape, lanyards and promotional tablecloths made from recycled plastic, eco tote bags and recyclable bamboo USB sticks as dental show give-aways, VICE contactless business cards, biodegradable Brighter Smiles stickers, compostable oral health bags made from potato-starch, eco-cleaning products and consumables, and sustainably-sourced/carbon-neutral external print.

Dental suppliers attended our Smile (Get) Together to showcase eco-switches in the surgery environment and our Keast Mews team in particular are trialling a range of green alternatives. We've undertaken further clinical and general waste audits, the results helping us further enhance recycling whilst generating a thoughtful reduction in general waste. We have ink cartridge and PPE/Lateral Flow Tests recycling points, and our Bodmin Dental Centre is a registered Colgate TerraCycle location for patients and the local community to deposit their old toothbrushes, empty toothpaste tubes and other oral care product packaging for recycling. This is complemented by smaller recycling points in our other practice locations and in some Brighter Smiles school

communities and encouraged during our annual Smiles at Sea harbourside tour. So far we've collected 37.8 kilograms which has earned us 3,778 Terracycle points redeemable into a financial return for us to ultimately reinvest back into our communities – a real win : win initiative!

Our Sustainable IT Policy focuses on lifecycle over cost and recyclability, our default is duplex printing in-house, and we're rapidly moving to digital patient communications via Dentally, our Patient Management System. We have a Cycle Scheme for colleagues and our fleet now includes a hybrid Brighter Smiles car and a fully electric decon/courier van, with EV charger units installed at our Bodmin Dental Centre where we're locked into a three-year green electricity deal. Our brand-new practice in Saltash sources 100% renewable electricity from Pozitive Energy and our website is powered by Krystal internet service provider, also using 100% renewable energy.

Having previously supported Woodland Recovery 2020 (West Cornwall tree planting project aiming to plant 20,000 trees in 2021) we're now partnering with fellow community interest company Plant One who bring businesses, individuals and landowners together to plant trees in Cornish soil, creating habitat that benefits native wildlife.

We information-share and promote ethical, sustainable and local options via our intranet, support key initiatives such as Earth Day and attend key local sustainability events including Unlocking Potential's final Future Focus event exploring the business case for change, focusing on team, self and planet, and an interactive workshop designed to create 200 climate leaders within Cornish businesses, presented by Green Works as part of the Cornwall Chamber of Commerce's Planet C month and certified to a standard accredited by the Carbon Literacy Project and recognised by the United Nations. We're proactively supporting other businesses in pursuing B Corp accreditation.

Impact at a glance

1

Emissions Report and Decarbonisation Plan

100%

Renewable electricity in our brand-new Saltash practice and powering our website

13,500

Compostable bags used, negating single use plastic

69

Colleagues involved in our oral health donations project since it began

37.8kg

Oral health items collected for recycling, generating further funds for reinvestment

V1CE

Contactless business cards implemented

105%

Overall increase in visitors to our website since 2021/22

72%

Increase in visits to our website via social media since 2021/22



Patient plaudits



"I came to your practice yesterday for emergency treatment as I'm on holiday from Yorkshire and just wanted to let you know how much I appreciated the care I got from the friendly receptionist to the dentist and assistant. You provided a first class service and treated me with care and warmth and put me at ease – you're all a credit to the dental profession, thank you"

Via our website



"I wanted to highlight how helpful, professional, and friendly all the staff were when dealing with my dental problem. From the initial telephone contact to the receptionist, through to the dental team who extracted my tooth, I would like to say a great big thank you. First class service from beginning to end"

Patient email



"As a company they're very good! I called up at 8:30 this morning and got seen at 2:45pm the same day. The receptionist was lovely and chatty and the two dentists taking my tooth out were friendly and professional! Reassuring me and keeping me calm the whole time. Would highly recommend"

5 star Google review



"I had an abscess on my tooth, I was in a lot of pain and had to have my tooth removed. Fortunately I was able to get an appointment with your team. From the Reception team to the Dentist and Dental Nurse, my treatment was first class. They were kind, considerate and helpful. This was particularly important as I have been very ill and am a full-time wheelchair user. Thank you for your help."

Patient email

(Smile:Together)



Printed on an FSC Mix accredited paper stock with vegetable based inks.



View our mini impact film!

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