

# POND SQUARE DENTAL

## CSR report 2025

### Executive Summary

At Pond Square Dental, our values guide our governance, clinical practice and commitment to the wider community. Our approach is centred on prevention, education, accessibility, patient safety and continuous improvement.

During 2025, all objectives outlined in our previous CSR report were successfully delivered. Activity during the year focused on improving access to oral health education, supporting vulnerable and underserved groups, investing in a safe and sustainable clinical environment, collaborating with other dental professionals, and contributing to charitable and community initiatives.

These activities are overseen by practice leadership and are aligned with our commitment to safe, effective, caring, responsive and well-led services.

### Community Engagement and Access

#### Fair in the Square

Pond Square Dental continued its active involvement in the local community by sponsoring and participating in Fair in the Square, a large community event.

The practice delivered preventative oral health engagement through informal advice, educational activities for children and adults, and the distribution of oral health packs. This initiative supports access to information for individuals who may not otherwise engage with dental services and promotes early intervention and prevention.

### Education and Prevention

#### Children's Oral Health Education

Preventative education remains a core component of our CSR strategy. During 2025, our free children's oral health education programme continued to expand and has now developed into a structured programme aligned with the government educational framework, ensuring consistency, age-appropriate messaging and relevance to school-based learning.

The programme was delivered through in-person sessions at local schools and nurseries, including Channing and N Family, and covered:

- Effective toothbrushing techniques
- The impact of diet on oral health
- Reducing anxiety around dental visits

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Educational materials and at-home oral care kits were provided to reinforce learning and support families in maintaining good oral health practices outside the classroom.

#### **Care Home Outreach**

The practice extended its preventative focus to older adults by delivering oral health education sessions at Signature Highgate care home. Sessions provided practical guidance for residents and staff, supporting dignity, comfort and oral health maintenance in later life.

#### **Specialist Care and Professional Collaboration**

As a specialist dental practice, Pond Square Dental supports the wider dental community by working closely with other dental practices and accepting referrals for patients with complex clinical needs beyond the scope of general dental care.

Throughout 2025, the practice provided specialist assessment and treatment for referred patients, supporting continuity of care, timely access to appropriate expertise and improved clinical outcomes. This collaborative approach supports patient safety, professional partnership and effective use of specialist services.

#### **Charitable Activity**

In 2025, the Practice Principal, Vatche Kassardjian, completed a charity cycle from London to Brighton, raising funds towards Highgate school bursaries. This activity aligns with the practice's commitment to supporting education and community wellbeing through active participation and leadership.

#### **Supporting the Local Economy**

To support accessibility and the local community, Pond Square Dental continued to offer a 10% discount to local businesses. This initiative helps reduce barriers to accessing dental care for those working within the community.

#### **Safety, Environment and Sustainability**

Patient and staff safety remain a priority. During 2025, the practice invested in a fresh air ventilation system in the surgery to support infection prevention, air quality and patient comfort.

The practice also continued its commitment to environmental responsibility through:

- Use of digital oral scanning, reducing waste associated with traditional impressions
- Increased use of reusable clinical materials, reducing reliance on single-use plastics

These measures support sustainable practice while maintaining high clinical standards.

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## **Workforce Training and Development**

Pond Square Dental maintains a strong focus on staff competence, safety and wellbeing. During 2025, our staff received free training, including:

- Health and safety
- First aid
- Resuscitation
- Safeguarding

The practice supports ongoing professional development and promotes a positive working culture, recognising that a well-trained and supported team is essential to delivering safe and effective care.

## **Future Priorities**

Looking ahead, Pond Square Dental aims to:

- Further expand oral health education within schools, nurseries and community settings
- Increase outreach to care homes and vulnerable groups
- Develop structured mentorship and work experience opportunities
- Continue investment in sustainability and safety measures
- Maintain strong engagement with local community events and charitable initiatives

These priorities will be reviewed regularly as part of practice governance and quality improvement processes.

## **Conclusion**

Throughout 2025, Pond Square Dental has demonstrated a consistent and measurable commitment to Corporate Social Responsibility. Our approach supports preventative care, patient safety, professional collaboration and community wellbeing.

CSR activity remains embedded within the leadership and governance of the practice, and we remain committed to continuous improvement in line with the needs of our patients, staff and wider community.

**Team,  
Pond Square Dental**

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