

POND SQUARE DENTAL

POND SQUARE DENTAL – 2024 CSR report

Executive summary

At Pond Square Dental, we are committed to not only providing exceptional dental care but also to making a positive impact in our community. Last year, we undertook several initiatives aimed at giving back to our local area, promoting health education, and fostering community spirit. Our efforts have focused on collaboration with local organizations and schools, and we continue to grow this initiative of the practice.

Community initiatives overview

Fair in the square - local community uplifting event

In June, we were again one of the sponsors of the Fair in the Square. The Fair showcases local businesses, organisations, charities and societies, and gives an opportunity for hidden gems to be open to the public. There were the usual rides, fun and games, excellent performances on stage, with an abundance of yummy street food, and the tour of the Fire Engine was as popular as ever.

Around 10000 to 16000 people visited the fair.

Pond Square Dental hosted a booth that provided face painting and glitter tattoos for children, a game based around teaching children about good and unhealthy diets, how to keep their teeth clean, and informal dental advice to children and adults. We distributed oral health kits, including toothbrushes, toothpaste, and educational materials about proper dental hygiene that is also available on our website for free. This event allowed us to engage with families and promote the importance of dental health in an entertaining, friendly and laid-back environment.

Charity cycle

Vatche, our practice principal, participated in a charity cycle event to raise funds for the British Heart Foundation. The event saw participation from staff, patients, and local community members, as Vatche cycled from London to Brighton.

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The cycle is an annual event which is aimed at supporting different charities. This coming year, Vatche will cycle with a team of local parents to support the Bursary at Highgate School.

Free educational children's dental program

Understanding the importance of early education in dental health, we implemented a free educational program aimed at children.

Part of the program included a series of educational leaflets aimed at different age groups, available on our website.

A further part of the program involved visiting local Schools and interacting with the children (and the schools) directly, and this is a developing program. We visited Annemount, Highgate, Channing, N-Family and Clowns, speaking to hundreds of children.

The program included engaging workshops on ideal and practical brushing techniques, the importance of dental hygiene, and how diet affects oral health. Feedback from educators and parents has been overwhelmingly positive, and the program has been expanded to cover more age groups and many more schools.

We also had online sessions with parents, with presentations by clinicians, followed by a questions and answers session.

Careers advice

We continue to work with local schools to offer career advice on educational pathways and career options within dentistry, again an aspect that has expanded this upcoming year.

Local business discounts

We continue to talk to local businesses and try to find ways to help make dentistry more accessible. We provide local business discounts and aim to support and guide local businesses with their dental needs.

Environmental responsibility

Eco-Friendly Products: We use an oral scanner that creates digital scans eliminating the

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need for wasteful dental impressions. Also, we have switched to reusable suction tips reducing the need for single-use plastics.

Employee welfare

- **Training and development:** We have invested in continuing education programs for our staff, ensuring they remain up-to-date with the latest dental technologies and practices.
- **Work-life balance:** We promote a healthy work-life balance with flexible scheduling, social nights out and numerous incentives.

Future Initiatives

Looking ahead, Pond Square Dental is committed to expanding our CSR efforts. We are planning to:

- Launch a mentorship program for dental students to provide hands-on experience within our practice.
- Organize open days at our practice, offering free dental advice and educational workshops.
- Continue and expand our partnerships with local schools to ensure ongoing educational outreach.
- Sponsor and participate in the 2025 Fair in the Square.
- Join the charity cycle aiming to raise funds for underprivileged children's education.

Team,

Pond Square Dental

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