

STATEMENT OF PURPOSE

Name of establishment or agency	Pen Y Bont Dental Centre
Address and postcode	10 Derwen Road, Bridgend, CF31 1LH
Telephone number	01656 646050
Email address	smile@penybontdental.com
Fax number	N/A
Name of Registered Manager	Paul Austin
Name of Registered Provider	Paul Austin

Aims and objectives of the establishment or agency

Pen Y Bont Dental Centre is committed to providing high quality dental care to patients including routine, emergency and cosmetic dental treatment.

We are committed to promoting good oral health through sound preventive advice within the surgery as well as through wall displays, leaflets and television screens. We always aim to provide the most up to date information and advice from evidence-based research and support our decision making where possible with national guidelines, making patients aware of these where required. We welcome the views of our patients and encourage them to be involved in making decisions about their treatment and care.

We ensure all of our staff have the right skills and receive the correct training to provide the best quality care to patients, and we encourage staff to further their skills where this may benefit patient care. We aim to work closely with other health professionals in the best interests of our patients, whether this be referral for specialist treatment or with the patient's general medical practitioner.

Finally, we aim to make patients feel they are being treated in a safe, trustworthy and comfortable environment, and to be confident that we always aim to provide the highest possible quality of care and treatment to everyone.

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REGISTERED MANAGER/ REGISTERED INDIVIDUAL DETAILS

Name	Paul Austin
Telephone number	01656 646050
Email address	smile@penybontdental.com
Fax number	N/A
Relevant qualifications:	
	BDS Cardiff 2010

STAFF DETAILS

Name	Position	Relevant qualifications / experience
Nathan Welch	Principle Dentist	BDS
Lara Welch	Principle Dentist	BDS
Paul Austin	Principle Dentist	BDS
Charlotte Fuller	Dental Nurse/Practice Manager	Qualified Dental Nurse/ Diploma in Leadership
Isla Kirk	Dental Nurse	Qualified Dental Nurse
Jordan Spear	Dental Nurse	Training Dental Nurse
Sophie Callaghan	Dental Nurse	Training Dental Nurse
Sinead Dwyer	Receptionist	
Zoe Chugg	Receptionist	

SERVICES / TREATMENTS / FACILITIES

Please detail each treatment you intend providing with the age range and any specialist equipment used

No specialist equipment present.

Treatments will be provided on an assessment basis with only treatments being deemed appropriate being provided. Having said that there will be no limit on age range of treatments provided. We intend to carry out routine dental care for all ages.

We will offer the following treatments:

- Examinations
- Routine hygiene and periodontal treatments
- Restorations
- Root canal treatments
- Extractions
- Fixed prosthetics
- Removable prosthetics
- Implants
- Anti-snoring devices
- Cosmetic tooth alignment
- Facial aesthetics

PATIENTS VIEWS

We welcome all feedback good or bad as this is the best way to improve our services for patients and staff. We are always happy to receive verbal feedback whether in person or on the phone. You can also write to us by letter or email. Finally you can leave feedback via google or social media.

ARRANGEMENTS FOR VISITING / OPENING HOURS

Opening hours are 9am – 5pm Monday- Friday
Should you require out of hours care please contact the NHS direct at 111 or contact the Dental Helpline on 01633 744387.

For DPAS registered patients, out of hours help can be gained by calling 01747 870910

ARRANGEMENTS FOR DEALING WITH COMPLAINTS

We welcome all feedback good or bad and should you feel like you want to make a complaint you can ask for our complaints policy. This is also displayed on the wall in our practice and available on our website. We will always take this seriously and do our best to resolve the issue for you.

Complaints policy:

- We aim to resolve an issue at the time it is raised if possible. Should you be dissatisfied with our response and wish to take it further you can raise a formal complaint by putting it into writing directed to our complaints manager Lara Welch.
- She will acknowledge receiving any formal complaint in writing within two working days.
- We will investigate the matter and you will receive a report of our findings in 30 working days. If for any reason it is anticipated to take longer we will inform you of this.
- You will be invited to attend the practice to discuss the findings should you wish to.
- Should you still be unhappy with our response and wish to escalate your complaint, you can contact the following organisations.

NHS patients:

Cardiff and Vale Health Board- 02920 747747

NHS Ombudsman- 0845 801 0987

Private patients:

Healthcare Inspectorate Wales- 0300 062 8163

Dental Complaints Service- 08456 120 540

General Dental Council- 020 7167 6000

PRIVACY AND DIGNITY

In providing your dental care and treatment, we will ask for information about you and your health. Occasionally, we may receive information from other providers who have been involved in providing your care. This privacy

notice describes the type of personal information we hold, why we hold it and what we do with it.

Information that we collect

We may collect the following information about you:

- Personal details such as your name, date of birth, national insurance number, NHS number, address, telephone number and email address
- Information about your dental and general health, including
 - Clinical records made by dentists and other dental professionals involved with your care and treatment
 - X-rays, clinical photographs, digital scans of your mouth and teeth, and study models
 - Medical and dental histories
 - Treatment plans and consent
 - Notes of conversations with you about your care
 - Dates of your appointments
 - Details of any complaints you have made and how these complaints were dealt with
 - Correspondence with other health professionals or institutions
- Details of the fees we have charged, the amounts you have paid and some payment details

Dr Nathan Welch (practice owner) is responsible for keeping secure the information about you that we hold.

Our data protection officer, Dr Lara Welch, ensures that the practice complies with data protection requirements to ensure that we collect, use, store and dispose of your information responsibly.

Those at the practice who have access to your information include dentists, hygienists, nurses (i.e. those involved with your care and treatment) and the reception staff responsible for the management and administration of the practice.

How we use your information

To provide you with the dental care and treatment that you need, we require up-to-date and accurate information about you.

For NHS patients, we share your information with the NHS in connection with your dental treatment.

For both NHS and private patients having treatment such as crowns, bridges, veneers, dentures, mouthguards/nightguards or orthodontic appliances (i.e. anything which requires construction in a dental laboratory) we share certain information about you with laboratory technicians.

We will seek your preference for how we contact you about your dental care. Our usual methods are telephone, email or letter.

Occasionally, information about your dental condition and/or treatment may be useful for teaching and educational purposes. If we wish to use your information for this, we will discuss this with you and seek your consent. Depending on the purpose and if possible, we will anonymise your information. If this is not possible we will inform you and discuss your options.

Sharing information

Your information is normally used only by those working at the practice but there may be instances where we need to share it – for example, with:

- Your doctor

- The hospital or community dental services or other health professionals caring for you
- NHS payment authorities
- The Department for Work and Pensions and its agencies, where you are claiming exemption or remission from NHS charges
- Private dental schemes of which you are a member
- Dental laboratory technicians

We will only disclose your information on a need-to-know basis and will limit any information that we share to the minimum necessary.

In certain circumstances or if required by law, we may need to disclose your information to a third party not connected with your health care, including HMRC or other law enforcement or government agencies.

Keeping your information safe

We store your personal information securely on our practice computer system. Your information cannot be accessed by those who do not work at the practice. They understand their legal responsibility to maintain confidentiality and follow practice procedures to ensure this.

We take precautions to ensure security of the practice premises, the practice filing systems and computers.

We use high-quality specialist dental software to record and use your personal information safely and effectively. Our computer system has a secure audit trail and we back-up information routinely.

We use cloud computing facilities for storing some of your information. The practice has a rigorous agreement with our provider to ensure that we meet the obligations described in this policy and that we keep your information securely.

We keep your records for 10 years after the date of your last visit to the Practice or until you reach the age of 25 years, whichever is the longest.

Access to your information and other rights

You have a right to access the information that we hold about you and to receive a copy. You should submit your request to the practice in writing or by email. We do not usually charge you for copies of your information; if we pass on a charge, we will explain the reasons.

You can also request us to

- Correct any information that you believe is inaccurate or incomplete. If we have disclosed that information to a third party, we will let them know about the change
- Erase information we hold although you should be aware that, for legal reasons, we may be unable to erase certain information (for example, information about your dental treatment)
- Stop using your information – for example, sending you reminders for appointments or information about our service
- Supply your information electronically to another dentist.

Dignity of Patients

We have a practice policy to not discriminate. We promise to never treat you differently based on any of the following:

- *age*
- *disability*
- *gender re-assignment*
- *marriage and civil partnerships*

- *pregnancy and maternity*
- *race*
- *religion or belief*
- *sex*
- *sexual orientation*

We will do all we can to treat everybody equally.

Date Statement of Purpose written	20/02/2026
Author	Lara Welch