



AGINCOURT
DENTAL

Statement of Purpose

In accordance with the Requirements of
The Health and Social Care Act 2008
(Regulated Activities) Regulations 2010

*Agincourt Dental
29 Monnow Street,
Monmouth
NP25 3EF.*

Tel: 01600 716815

Email: info@agincourtdental.co.uk



AGINCOURT DENTAL

Aims and Objectives

This dental practice consists of dedicated and professional employees. We strive to be acknowledged by our clients, suppliers and regulators as a leader in our sector. This will be achieved by ensuring that we recruit and train highly professional staff whose ambitions are to exceed client expectations.

Our Aims:

We aim to provide dental care and treatment of consistently good quality for all patients and only to provide services that meet patients' needs and wishes. We aim to make care and treatment as comfortable and convenient as possible. In addition, we aim:

- To understand and exceed the expectations of our clients
- To both motivate and invest in our team and acknowledge their value
- To encourage all team members to participate in achieving our aims and objectives
- To clearly set and monitor targets in all areas
- To invest in property, equipment and technology and to innovate processes based on a measured business case

Our Objectives:

The objectives of the practice are to deliver a service of high standard in line with professional standards:

- To be accountable for individual and team performance
- To support each other in achieving patient expectations
- To maintain the highest professional and ethical standards
- To rapidly respond to the needs of our team and our patients
- To encourage innovation, ambition, enterprise and continuous improvement
- To ensure staff are trained and competent through investment and personal development.

This is achieved by offering patients a personal service, integrating the highest quality products with the latest proven techniques and protocols.

Patients are treated with honesty and integrity, in complete confidence and the utmost discretion, in comfortable surroundings, at a reasonable cost.

The practice complies with the requirements of the Advertising Standards Authority and ensures that any advertisements reflect the true nature of services offered.



AGINCOURT DENTAL

Registered Owner Details.

Mark Travis

Agincourt Dental
29 Monnow Street,
Monmouth.
Monmouthshire.
NP25 3EF.

01600 716815

info@agincourtdental.co.uk

Qualifications: BDS Birmingham. Pg Dip (Orthodontics)

Staff Details.

Owner – Principal dentist

- Mark Travis GDC no: 251936

Dentist

- Dr Ffion Thomas GDC No: 176444

Practice Manager

- Caroline Morgan GDC no: 132662

Hygienist

- Jessica Hiley GDC no: 257873

Dental Nurse

- Sarah Creed GDC no: 123201

Trainee Dental Nurse

- Hollie Bishop
- Bridie Foxwell

Receptionist

- Rachel Vick



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Services Provided

The regulated activities provided include:

- Treatment of disease, disorder or injury
- Surgical procedures
- Diagnostic and screening procedures

This practice offers dental services to all its patients which consist of:

- *Preventive advice and treatment*
- *Routine and restorative dental care*
- *Dental hygiene*
- *Composite Bonding*
- *Tooth whitening*
- *Crown and Bridgework*
- *Orthodontics*

Facilities within the Premises

- *Agincourt Dental is well located on a main bus route.*
- *Our patient lounge provides a comfortable waiting space*
- *We can offer a wide range of appointment times to suit you.*
- *We have emergency appointments available on a daily basis for registered and unregistered patients.*
- *We provide our patients with out of hour's emergency cover.*
- *We offer various Denplan schemes and competitive prices for private treatment.*
- *We have a dedicated Children's Denplan Scheme.*
- *Children under 4 are seen free of charge at their parents appointments.*
- *We are a preventative practice and can offer a Hygienist.*
- *We use a dedicated OPT machine*
- *We provide take home whitening treatments.*
- *We offer Orthodontic treatments.*



AGINCOURT DENTAL

Opening Hours.

Monday	8.30am – 6.00pm
Tuesday	CLOSED
Wednesday	8.00am – 5.00pm
Thursday	8.30am – 5.00pm
Friday	8.30am – 2.30pm

Out of hours Care.

Please contact the practice and listen to the answer phone message for emergency contact number for advice and emergency treatment.

Making an appointment – All patients are seen on an appointment basis.

Cancellation Policy - At least 24 hours notice is required of a cancellation otherwise a charge will be made, which will be based on the circumstances of the patient and at the practice's discretion

Methods of Payment/Credit - All major credit/debit cards are accepted.

Car Parking - There are parking facilities near the practice.

Client Centred Care - We care about providing the right treatment for patients/clients, so treatments and procedures are only carried out after fully discussing the pros and cons with the patient.

Consultations - All consultations are carried out in person with patients/clients, by qualified personnel in the privacy of the consultation/treatment room.

Records of all consultation and treatments are kept in patients' notes.

At the initial consultation, a medical history will be taken and an outline of the problem the patient presents with. They will be given information on any planned procedure, and all alternatives will be discussed, and consent obtained prior to commencement.

Patient/Client Records - The details of patients/clients are taken at the initial consultation which also form part of the patient/client records.

Information provided to the Patients/Clients - This practice ensures that information provided to patients/clients and prospective patients, and their families/carers is accurate and that any claims made in respect of services are justified. This is in the form of a Patient Information Leaflet.



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Treatment of Children – We do provide treatment for children. We will expect minors to be accompanied to the practice by their parents.

Consent - Patients have the right to make their own decisions regarding medical treatment and care. Prior to the commencement of treatment, patients will be given an estimate and the treatment options will be explained.

Consent to treatment must always be given freely and voluntarily by a person capable of making decisions regarding the treatment. Those with a learning disability must be accompanied by a parent or guardian.

Checklist for Consultation – We will explain the procedure to the patient and give them an opportunity to ask questions. We will explain what we are doing at each stage of the procedure.

If a chaperone has been present, we will record the identity of the chaperone in the notes and any other relevant issues or concerns immediately following the consultation.

Patient Views.

The practice collects feedback from patients. After patients visits they are emailed a feedback form from the company Working feedback. These reviews are displayed on google, our website and Social media.

This also enables the practice to ensure compliance with its quality monitoring policy in line with its standards. These results will be available for patients and their families.



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Privacy and dignity of patients.

The privacy and dignity of patients are always respected in line with the Equality Act 2010. We aim to protect and respect our patients in the following aspects:

- Age
- Disability
- Gender Re-assignment
- Marriage and Civil Partnerships
- Pregnancy and Maternity
- Race
- Religion or Belief
- Sex
- Sexual Orientation

This practice has a policy of patient confidentiality, and all information and records are kept safe and confidential. There are facilities for patients to have private conversations with the clinical and reception staff.

Complaints Procedure.

This practice operates a complaints procedure as part of its dealing with patients' complaints.

Patients are asked that in the event of any complaint, to speak directly or write to *Mark Travis*. Alternatively email Caroline Morgan (Practice manager) pm@agincourtdental.co.uk. Patients who require further advice regarding the complaints process should direct their enquiry to Mark Travis who, when applicable, will recommend the services of an independent advocate.

Alternatively, you can contact:

- Dental Complaints Service, Stephenson House, 2 Cherry Orchard Rd, Croydon, CR0 6BA
Phone: 08456 120 540 E-mail: info@dentalcomplaints.org.uk

What we shall do - Our complaints procedure is designed to make sure that we settle any complaints as quickly as possible. We shall acknowledge complaints within 2 working days and aim to have investigated the complaint within 10 working days of the date when it was raised. We shall then be able to offer an explanation or a meeting as appropriate. If there are any delays in the process, we will keep the complainant informed.



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When we investigate a complaint, we shall aim to:

- find out what happened and what, if anything, went wrong
- make it possible for the complainant to discuss the problem with those concerned
- Identify what we can do to make sure the problem does not happen again.

At the end of the investigation the complaint will be discussed with the complainant in detail, either in person or in writing.

Complaining on behalf of someone else - The rules of medical confidentiality will be adhered to if the complaint is received on behalf of someone else. A note signed by the person concerned will be required, unless they are incapable (e.g. because of illness) of providing this to allow the complaint to be investigated.

If you feel your complaint has not been dealt with, please contact:

- Healthcare Inspectorate Wales (HIW) Rhydycar Business Park Merthyr Tydfil CF48 1UZ
Phone: 0300 062 8163 E-mail: hiw@wales.gsi.gov.uk

Help us to get it right - We constantly try to improve the service we offer, so we will encourage patients/clients to let us know when we have done something well or if there are any suggestions as to how we can do something better. After your visit you will be emailed a feedback and review questionnaire.



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Date: 4/10/17
Author: Caroline Morgan

Statement of Purpose Reviews.

Date Statement of Purpose reviewed	18/10/18
Reviewed by	C Morgan
Date HIW notified of changes	

Date Statement of Purpose reviewed	22/10/19
Reviewed by	C Morgan
Date HIW notified of changes	

Date Statement of Purpose reviewed	1/4/21
Reviewed by	C Morgan
Date HIW notified of changes	

Date Statement of Purpose reviewed	4/7/22
Reviewed by	C Morgan
Date HIW notified of changes	

Date Statement of Purpose reviewed	18/12/23
Reviewed by	C Morgan
Date HIW notified of changes	

Date Statement of Purpose reviewed	01/02/25
Reviewed by	C Morgan
Date HIW notified of changes	July 24

Date Statement of Purpose reviewed	31/7/25
Reviewed by	C Morgan
Date HIW notified of changes	August 25

Date Statement of Purpose reviewed	8/1/26
Reviewed by	C. Morgan
Date HIW notified of changes	11/2/26



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Date Statement of Purpose reviewed	22/4/26
Reviewed by	C. Morgan
Date HIW notified of changes	23/4/26