



CLIENT CASE STUDY:

Crossbank Dental Care

*Growing a sustainable
business network and
finding innovative solutions
in a clinical environment*

Bex, Neil and the team at Crossbank Dental Care are dedicated to creating and maintaining beautiful smiles through first-class dentistry. Their care extends not just to patients, but to their team and the wider world, by adopting sustainable business practices.

Crossbank Dental Care had already taken significant steps towards sustainability when we met with them through the W&F Green Enterprise Hub. They have installed a Solar PV array on their building and provided an Electric Vehicle charge point. They use local businesses for products and services whenever possible, use recycled paper, bamboo toilet rolls, and have installed LED lighting. They have also delved into specific sustainable dental practices including using intra-oral scanners to reduce waste and transport costs.

To address biodiversity loss and capture carbon they have partnered with Cumbria Wildlife Trust in an initiative "Implant a tree"™ - to plant a tree in Cumbria for every implant placed in the practice during 2024.

To further demonstrate their commitment to sustainable practices, they contracted an external local consultancy, NuGreen, to conduct meticulous deep dive into material and energy intensive clinical pathways and sterile services.

When we met with Crossbank Dental Care they were interested to understand how the measures above have impacted their carbon footprint, and what further steps they could take. They are aware that the challenges of working in a clinical environment add additional hurdles for them to address and want to find innovative solutions.

To explore this, we connected them with our expert advisor Tim Maiden to develop an Environmental Management Plan and Carbon Audit. The environmental management plan also gives them a year of Green Small Business accreditation, helping them to communicate their sustainable principles with their clients and staff.

Bex says: "We have thoroughly enjoyed working with the Green Enterprise Hub. They are positive, eager to help, and create valuable networking opportunities for sustainable businesses like ours. The team at the Hub clearly wants to see companies succeed in reducing their environmental impact."

Neil says:

"We are targeting our processes to identify further opportunities for the practice to reduce waste, energy, and emissions."

SERVICES ACCESSED:

- Attending events to meet likeminded businesses and learn about innovative approaches to sustainability.
- Support developing an application for a funded sustainability research project with Lancaster University.

"Their passion is infectious and has inspired us to keep pushing forward on our own sustainability goals. Whether it's advice, funding, workshops or meeting like-minded entrepreneurs, the Green Enterprise Hub is proving to be an invaluable partner in our journey."

**Bex Cooper,
Crossbank Dental Care**

If you're looking for advice and support to save money, connect with your audience and make the world a better place for us all, book a helpdesk call through the W&F Green Enterprise Hub today.