

Dear Sir/Madam,

I am writing to you regarding Shiraz Endodontic Practice 389 Warwick Road, Solihull, B91 1BJ that my wife Nida Kamal and I (Christopher Rogers) purchased in October 2022. Shiraz Endodontic Practice was founded by Arta Vahdaty in 2000 where the practice has been providing specialist root canal treatment to residents of Solihull MBC and the wider Midlands area since its inception. In the 22 years running the practice, Arta forged great relationships with referring dentists and patients alike to get patients out of pain and provide the best possible chance of them retaining their natural teeth.

Root canal treatment, as described by the NHS, is required when a patient has developed an infection at the centre of a tooth (the root canal). It is caused by bacteria that live in the mouth and invade the tooth. Without the suspect teeth being diagnosed and treated, it could lead to further pain, loss of teeth (extraction) or even to life threatening strokes, sepsis or a heart attack.

There are circa 300 Endodontics specialists across the whole of the UK population of circa 67.5 million people (~1 endodontist per 225K patients). Shiraz Endodontic Practice currently employs three of these specialists and would like to retain that skillset within Solihull MBC and the wider Midlands area. We have also recently interviewed an Endodontics specialist from Harley Street, London and may be attracting new high-end talent to the area.

Over the initial four months of managing the practice, Nida and I calculated that there is approximately a three-month patient backlog that we believe has been caused by:

1. A backlog created by dental practices closing temporarily during the COVID-19 pandemic
2. Long public health system (NHS) waiting times
3. Lack of skilled clinicians to perform root canal treatments
4. An ever-growing population within Solihull MBC and the wider Midlands

Nida and I initially took measure to try to increase capacity and reduce the backlog by:

1. Recruiting more Endodontics Specialists at the practice
2. Increasing practice treatment days from three to five
3. Working the occasional Saturday morning (09:00 – 13:00)

The above measures appear to have helped somewhat however the backlog still remains. Nida and I believe that we can further serve the surrounding community by increasing the number of contact hours that the practice has to offer patients. This will further support in reducing or even eliminating the current patient backlog. We have produced the table below to show our current trading hours alongside our proposed new trading hours:

Day	Current Practice Hours	Proposed Practice Hours
Monday	08:30 - 18:00	07:00 – 21:00
Tuesday	08:30 - 18:00	07:00 – 21:00
Wednesday	08:30 - 18:00	07:00 – 21:00
Thursday	08:30 - 18:00	07:00 – 21:00
Friday	08:30 - 18:00	07:00 – 21:00

Saturday	09:00 - 13:00	07:00 – 14:00
Sunday	Closed	09:00 – 14:00

Our root canal consultations typically take 30 – 60 minutes and our treatment times are often between 60 – 120 minutes across 1-3 appointments. There are on average 3 patient cars in the car park at any point in time.

13 Car Parking spaces in total in which they are likely to be used in the below configuration:

- 1 for a receptionist
- 2 for Endodontists
- 3 for nurses
- 7 remaining spaces for patients

Reviewing Blossomfield Dental Care B911TH, a local 4 surgery dental practice in Solihull, it has:

- 14 car parking spaces in total in which they are allocated in the below configuration:
- 2 for residential tenants
- 5 for staff
- 7 remaining spaces for patients

Shiraz does not need additional tenant shared car parking spaces as the practice owner and practice manager reside upstairs in flat 389A. Patient throughput at Shiraz would be less than Blossomfield as Shiraz's does not undertake general dentistry treatments.

One of our esteemed clinicians, that graduated from Eastman Dental Institute, commutes to the practice via a 4 hour round trip from London on Thursdays and Fridays. This clinician is amenable to working longer hours on those days to make their trip more beneficial for both them and their patients. Extended hours may also enable patients to be treated before/after office hours.

Shiraz has been able to employ two more Endodontist associates and two dental nurses since increasing its capacity in October 2022, a number that we intend on increasing to provide economic benefit to Solihull MBC. We are also looking to recruit an additional local nurse/receptionist to support with the current capacity issues at Shiraz.

The work is quiet and even in the summer months with the windows open, there is no sound disturbance from the property. The property is bounded:

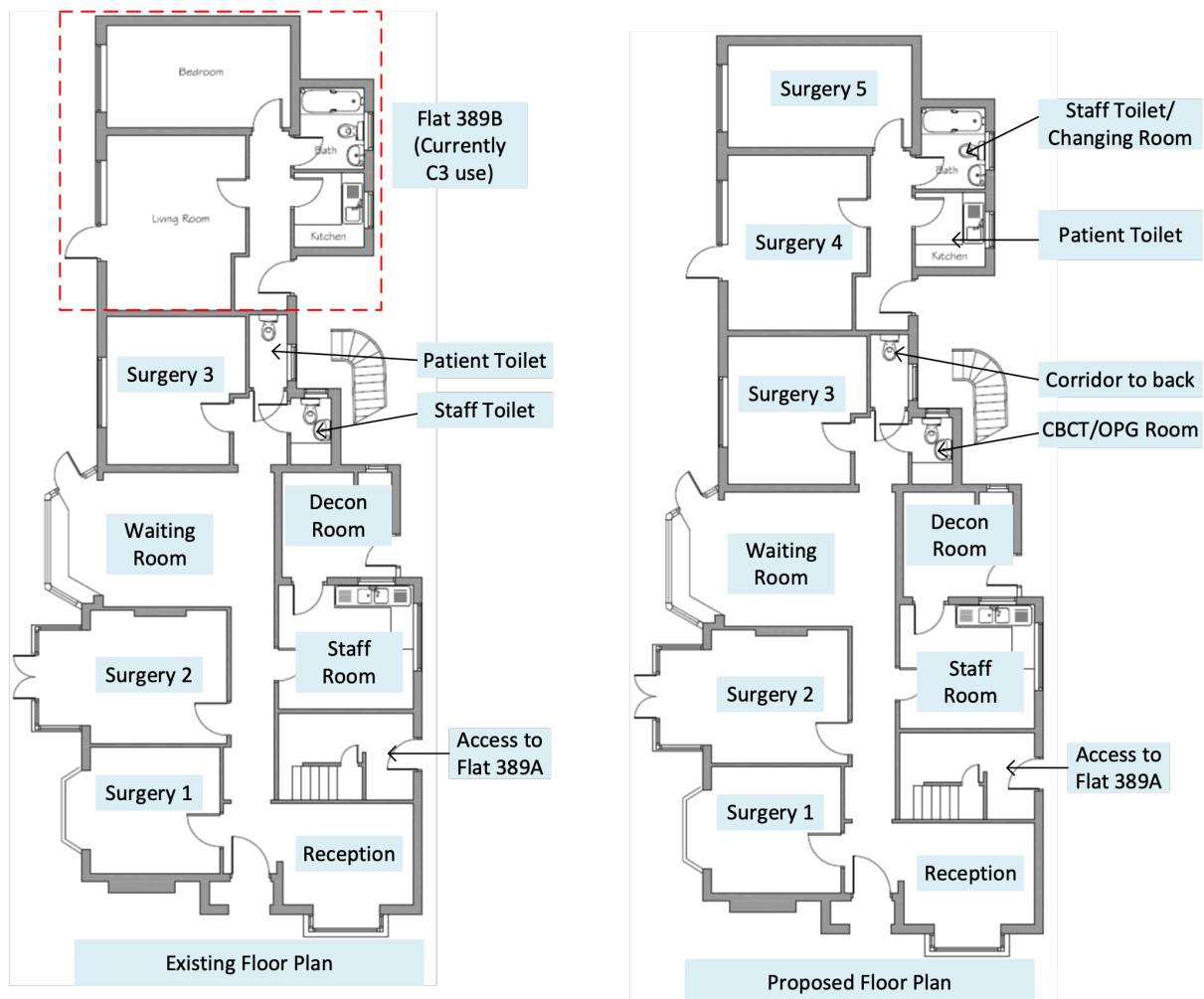
- a. to the front (the West) by a major road, the Warwick Road
- c. to the other side (the South) by the dental Surgery at 391 Warwick Road
- d. to the rear (the East) by a detached property (2 Melford Hall Road)
- e. to the side (the North) on Melford Hall Road by the Dovehouse Parade (see trading hours below):

Day	One Stop Warwick Road	Spar	Browns Pharmacy	Indian Dream	New Golden Wok	No.1 DoveHouse Parade
Monday	06:00 -	07:00 -	08:00 -	17:00 -	17:00 -	08:00 - 15:00
Tuesday	06:00 -	07:00 -	08:00 -	17:00 -	Closed	08:00 - 18:00
Wednesday	06:00 -	07:00 -	08:00 -	17:00 -	17:00 -	08:00 - 18:00
Thursday	06:00 -	07:00 -	08:00 -	17:00 -	17:00 -	08:00 - 22:00

Friday	06:00 -	07:00 -	08:00 -	17:00 -	17:00 -	08:00 - 22:00
Saturday	06:00 -	07:00 -	09:00 -	17:00 -	17:00 -	08:00 - 22:00
Sunday	06:00 -	07:00 -	Closed	17:00 -	17:00 -	10:00 - 18:00

Where a 2D X-ray doesn't provide our dentists with the full picture, patients are referred out to have an external CBCT (3D oral scan). This costs the patients additional time off work to have their scan taken and must then return to Shiraz for further treatment. Shiraz intends on bringing CBCT/OPG capabilities in-house by converting the existing staff toilet into a 2D/3D digital room. By obtaining this equipment, Shiraz would also be able to recruit a Periodontist to support in treating Periodontitis (Gum Disease) within the midlands.

To ensure that the staff have somewhere that they feel comfortable to change and also have their own toilet facilities that aren't needed to be shared with patients, Shiraz would create a replacement Staff Toilet/Changing Room as shown in the below floorplan. Shiraz would also lose use of the existing patient toilet when the corridor to the back of the building is reinstated. Shiraz would therefore create a replacement patient toilet as shown on the below floorplan.



We do hope that you see the same benefits of our trading hours proposal that we see and that our application is successful so that we can continue serving the Solihull MBC and surrounding Midlands community. If you have any further questions, please don't hesitate to contact me on Christopher.richard.rogers@gmail.com or alternatively 07377370301.

Yours Faithfully,

Mr Christopher Rogers