



Department of Health & Social Care

*The Rt Hon Dame Andrea Leadsom DBE MP
Parliamentary Under Secretary of State for Public Health, Start for Life and Primary Care*

10 May 2024

**To: Steve Brine MP
Chair of the Health and Social Care Select Committee**

Dear Steve,

Update on our Plan to Recover and Reform NHS Dentistry

I am writing to you in your position as Chair of the Health and Social Care Select Committee to inform you that today we have launched the targeted recruitment programme ('golden hello' scheme) for dentists, and published guidance about the scheme which will be relevant for existing dental practices and contractors, dentists who may wish to apply for the scheme and Integrated Care Boards (ICBs).

Update on Incentivised Recruitment ('golden hellos')

As we set out in [our plan to recover and reform NHS dentistry](#), we are committed to increasing the availability of NHS dentistry in those areas that persistently struggle to attract dentists into NHS work. To support practices in areas where recruitment is particularly challenging, today we are launching the new 'golden hello' scheme for dentists.

'Golden hello' payments of £20,000 will be offered per dentist for up to 240 dentists. Payments will be phased over 3 years, requiring a commitment from the dentist to stay in that area delivering NHS work for at least 3 years. Similar schemes in general medical practice have been highly successful in securing and retaining staff.

Today, NHS England have published guidance for contractors and dentists who are interested in securing 'golden hello' funding, as well as providing updates on other elements of the plan. Guidance on golden hello incentives will also be shared with Integrated Care Boards, who will be working with system partners over the next few weeks to describe how the scheme will operate in their areas and how contractors can express an interest in

securing 'golden hello' funding to support their recruitment efforts. Each region will be given an allocation of posts for their area that can be supported through the scheme, with proportionally more posts expected in the South West, Midlands and East of England. NHS England regions will then work in partnership with Integrated Care Boards to determine which areas to target, based on local intelligence and data.

We recognise that there is still progress to be made to make dental services faster, simpler and fairer for patients and support and expand the dedicated dental workforce. I trust that you and your Committee will view today's announcement as a significant step towards achieving this ambition and delivering on the commitments set out in our plan for dentistry.



THE RT HON DAME ANDREA LEADSOM DBE MP