The General Dental Council’s actions this month have caused outrage among the profession

The General Dental Council (GDC) has caused outrage among dental professionals this July with a proposed 64 per cent hike in Annual Retention Fees (ARF), followed by an advert placed in the Telegraph days later, advertising the Dental Complaints Service (DCS). The advert reportedly cost £60,000.

The GDC has said that the increase to the ARF is needed to cover the rising number of complaints against registrants. The proposal which would see the ARF for dentists increase to £945 a year and for DCPs to £128; a 64 per cent and 6.7 per cent increase respectively.

The announcement has since had a lot of backlash on social media, with one Twitter user tweeting “Fewer job prospects, less earning potential, increased retirement age and now higher ARFs” while another said “£945 #GDC ARF is prohibitive.”

Approximately a week later, dental professionals were outraged yet again by the regulator when a full-page colour advert appeared in the Telegraph.

The GDC has denied that the advert cost £60,000, stating in a press release that it cost £5,500.

"Fewer job prospects, less earning potential, increased retirement age and now higher ARFs"