



Mr S Leonard
Leonard Brothers Veterinary Centre - Whitchurch
Brownlow St Parade
Brownlow St
Whitchurch
Shropshire, SY13 1QW

Mr Leonard

It has come to our attention that Leonard Brothers Veterinary Centre has acquired the old Countrywide site to build a new veterinary centre in Whitchurch, Shropshire. We have also been made aware that Leonard Brothers have chosen or are in the process of choosing Lancroft Developments Limited as your preferred developer for the site. One of this company's Directors is Mr Matthew James Marsden who is a supporter of the Cheshire Hunt. We photographed a meeting of the Cheshire Hunt at Marsden's country residence on 14th September and posted this on our Facebook page.

As a Veterinary Surgeon whose responsibly it is to save the lives of animals, it seems ironic that the Leonard Brothers Veterinary Centre is in the process of supporting a company which supports the killing of animals.

We would encourage you to re-think commissioning Lancroft Developments Limited. A decision to use them could seriously compromise your business going forward and risk, not only your reputation as a Veterinary practice, but also your personal credibility as a small animal vet working in the media, making documentaries for channels such as the BBC, ITV, Discovery and Animal Planet.

The power of social media can inform millions of people very quickly, some of who will be making decisions of which veterinary practice to use and some who will be key stakeholders deciding which celebrity vet to commission for their documentaries.

We have access to some extremely talented social media experts as well as the tabloid press, who are poised to make a story if your decision is in favour of Lancroft Developments Limited.

The choice is yours!

CHS