



Practice Manager  
New Era Veterinary Hospital and other New Era branches  
Victoria Road  
St Saviour  
JE2 7QG

16 October 2025

Dear Practice Manager,

**Subject: Transparency of veterinary fees and applicability of UK CMA proposals**

I am writing on behalf of the Jersey Consumer Council, following the recent provisional findings and recommendations issued by the UK Competition and Markets Authority (CMA) on 15 October 2025, relating to the transparency, pricing, and regulation of veterinary services across the UK.

As you may be aware, the CMA's investigation has led to a proposed package of 21 reforms designed to increase transparency and ensure fairer outcomes for consumers in the veterinary sector in the UK.

Key proposals include:

- The mandatory publication of clear, detailed pricing information on veterinary websites and within practices.
- Written estimates for higher-cost treatments (over £500), along with itemised invoices.
- A price cap on written prescriptions (£16), to enable pet owners to seek alternative sources for medication.
- Enhanced disclosure of corporate ownership of veterinary practices.
- Support for independent price comparison tools.

These measures have been introduced in response to widespread concern that consumers are unable to make informed choices or compare prices due to a lack of transparency and consistency across the sector.



While Jersey is not subject to UK regulation, I am writing to ask:

1. **Does New Era Hospital, Leodis Veterinary Surgery and Archway Veterinary Centre fall under the remit of the UK CMA directly or indirectly** (e.g., as part of a UK-based corporate group)?
2. **Do you currently display full pricing information** for common services and treatments, both **online and in-practice throughout the New Era branches?**
3. If not, **do you intend to adopt the CMA's proposed best practices** in the interest of supporting transparency and consumer confidence in Jersey?

We believe that aligning with these best practices would be a positive step toward empowering pet owners in Jersey to make informed decisions and manage the costs of veterinary care.

We would appreciate a brief response by **16 November 2025** outlining your current approach and any plans you may have in relation to these developments. This will help us understand the current landscape in Jersey and inform our ongoing work advocating for consumer interests.

Thank you for your attention and continued service to the community.

Yours sincerely,



Carl Walker,

**Chairman**

**Jersey Consumer Council**

**Email:** [carl@consumercouncil.je](mailto:carl@consumercouncil.je)

**Telephone:** 01534 611161