



The Diggers Charitable Trust

reg. Charity No: 1143055

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Patron: Lady Mary Mumford

Mr Simon Innes
CVS Ltd
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24/10/11

Dear Mr Innes,

I am chairwoman of the above charity. Our constitution, which can be viewed on our website: www.thediggers.co.uk includes education. We help secondary degree veterinary students with their tuition fees and we also go into schools delivering talks on animal welfare, conservation and responsible pet ownership.

We commissioned the filming of the inside of a veterinary establishment to allow the pupils to see what happens to their pets when they are taken to the vets. We gained permission to use your veterinary practice in Ashton-u-Lyne. This can now be viewed on our website under education. Your other establishment – Rossendale Pet Crematorium is also mentioned. I tried to seek permission to film at Rossendale and this was declined. I was amazed at the attitude of yourselves as pet bereavement is an integral part of pet ownership and something children should be made aware of.

Since your veterinary practice is featured along with the mention of Rossendale, one of our trustees approached your company to see whether you would kindly contribute towards the cost of filming – invoice is enclosed. The answer was again in the negative. Is that good business acumen allowing a charity to pay for your publicity?

We will not, therefore allow yourselves to use part or whole of the film as this will infringe our copyright. At the end of November our website is due to be updated and a copy of this letter will be placed on the site, thus the pet owning community and prospective employees can judge “your pets our priority” policy.

A very disappointing response from yourselves.