

The Princecroft Willis Award for Best New Business

Celtic Equine Vets

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Celtic Equine vets is a fully mobile equine veterinary practice that provides a complete 24 hour service to almost one thousand clients within a 20 mile radius of its Minstead base. The business is comprised of two veterinary surgeons, three office staff and one practice manager.



Despite being fully mobile, Celtic Equine Vets are able to offer a wide range of services thanks to their fully equipped vehicles which have specially designed interiors to store equipment. This includes a portable digital x-ray machine, battery powered ultrasound machine and a battery powered dental machine. Each vet is also equipped with a laptop and mobile chip and pin machine allowing for payment at the time of consultation and invoice generation when the vehicle returns to base.



The lack of overheads associated with larger, established practices have meant that savings can be passed onto the customer and prices remain highly competitive. This is coupled with the decision not to offer credit and therefore removing bad debts; this has improved cash flow meaning the profits can be reinvested into an improved service without raising prices.

The business is closely involved with a number of the local riding, pony clubs and breeding societies and free emergency veterinary cover is provided for their events or rallies. This relationship has been encouraged by offering the members of any local equine associated organisation discounts on certain services. Discount is also offered to local equine workers such as farriers, physiotherapists, grooms and riding instructors.

