

Enforcement action summary (Improvement notice)

Pharmacy trading name: Voy Pharmacy

Pharmacy address:

Unit 12 Verda Park, Wallingford, Oxfordshire, OX10 9SS

Premises registration number:

9012909

Enforcement action taken:

Issuing of an improvement notice - (Article 13 of the Pharmacy Order 2010)

Effective date:

11/09/2026

Premises standards failed:

1.1, 1.4 and 2.6

Summary:

The GPhC had received a number of concerns about this pharmacy, mainly relating either to its advertising and promotion practices, or about inappropriate supplies of weight loss medicines to people whose medical history had been inadequately checked and/or independently verified as required by GPhC Guidance on providing pharmacy services at a distance (including online). The pharmacy was inspected in March 2026 and was issued with an Improvement Action Plan as it was unable to show that the prescribing service it works with obtains all the information it needs to make safe prescribing decisions, and for not carrying out independent clinical checks of the majority of the prescriptions it dispenses. The pharmacy made some improvements to address those failings and was reinspected in August 2026. At that inspection, the improvements it had made were considered insufficient to comply with the GPhC guidance and standards. It was also found to be repeatedly advertising prescription only medicines unlawfully and offering discounts encouraging people to start treatments involving prescription only medicines, despite the Advertising Standards Authority (ASA) having previously issued four rulings on their promotional activity.

Improvements required:

1. The pharmacy must have assurance that the prescribers it works with are independently verifying the information that people seeking weight management medicines provide, in line with GPhC distance-selling guidance.
If the pharmacy cannot satisfy itself that the prescriber has independently verified the information the person provided, or if the prescriber cannot obtain the information they need from an independent source, the person should be directed to an appropriate care provider so that they can be appropriately assessed.
2. The pharmacy must ensure that all current and future online content relating to the pharmacy (including but not limited to, the pharmacy's website, meta-ads, google searches, social media posts and influencer activity) comply with relevant legal and regulatory requirements including medicines legislation, the CAP Code, MHRA guidance and GPhC standards
3. The pharmacy must ensure that all current and future offline marketing activity relating to the pharmacy (including but not limited to, television advertisements, other media advertisements, promotions and discounts) comply with relevant legal and regulatory requirements including medicines legislation, the CAP Code, MHRA guidance and GPhC standards
4. The pharmacy must respond to all outstanding enquiries from the ASA and engage with the CAP compliance team as requested for outstanding compliance cases.

Deadline for compliance:

09/10/2026

Outcome:

Ongoing