



Sir Peter Soulsby  
City Mayor  
Leicester City Council

9 August 2022

Via e-mail: [TheMayor@leicester.gov.uk](mailto:TheMayor@leicester.gov.uk)

Dear Mayor:

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.3 million members and supporters with a unique idea to help reduce Leicester's concerning obesity rates: rename Pork Pie Roundabout to Vegan Pie Roundabout. This timely name change would inspire healthier food choices that help the environment, celebrate Leicester's heritage, and prevent animal suffering.

This is not a pie-in-the-sky request. Eating a varied plant-based diet has been shown to prevent heart disease, diabetes, abdominal fat, and cancer. Vibrant vegan foods also have less saturated fat, fewer calories, and less cholesterol than their meaty counterparts. Encouraging people to eat plant-based could also help lessen the burden on Leicester's already overstretched NHS.

The United Nations has stated that a global shift towards plant-based eating is urgently needed to combat the worst effects of the climate catastrophe, so this name change would be a fantastic way to support Leicester's [Climate Emergency Strategy](#). And since the word "vegan" was coined in Leicester by Donald Watson in 1944, it would also be a great way to celebrate the city's vegan and pie-loving heritage. Local companies Pukka Pies and Samworth Brothers offer popular vegan pies, and the vegan pie category attracted the most entries at the British Pie Awards in Melton last year, as more and more people are choosing plant-based foods.

Eating vegan helps spare sensitive, intelligent animals a lifetime of suffering. On UK farms, pigs, chickens, and cows are crammed into dark, filthy sheds and denied the chance to do anything that's natural and important to them. Then, they are packed into lorries, often when they're still babies, and sent to the slaughterhouse. You can help stop this cruelty with a name change that will inspire residents to choose vegan foods.

There's never been a better time to stop going around in circles and take a bite out of Leicester's dangerous obesity crisis. PETA would be happy to offer a bountiful supply of delicious vegan pies to the local community to celebrate the name change.

I look forward to hearing from you.

Sincerely,

Kate Werner  
Senior Campaigns Manager

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Affiliates

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- PETA Netherlands