



29 March 2023

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Good afternoon,

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

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On behalf of People for the Ethical Treatment of Animals – PETA entities have more than 9 million members and supporters globally – we’re writing in response to the listing of a Witney property on Puck Lane. Because the property has historic links to the wool industry, having once been home to wool merchants Henry Salmon and the Early family, we are interested in converting the property into a Sheep Empathy Museum which would inform the public about the historic and present cruelty in the wool industry and encourage compassion towards gentle sheep.

While the UK is brimming with archival displays of wool manufacturing, these sites rarely include exhibits expressing empathy for the animals – sensitive, complex beings who endure horrific pain and suffering in order to make someone’s blanket or jumper. Our proposed museum would change that.

In the wool industry, sheep are treated like nothing more than textile-producing machines, genetically manipulated to grow an unnatural amount of wool. Our museum would feature exposés of 117 wool-industry operations around the world, including those in England and Scotland. PETA affiliates have documented sheep being mutilated and abused. Workers – even on farms marketed as “sustainable” and “responsible” – were found kicking, punching, and slitting the throats of conscious, struggling sheep. Farmers commonly cut off lambs’ tails and castrate males all without any painkillers. And at the end of their lives, the animals are sent on gruelling journeys to the slaughterhouse.

The Sheep Empathy Museum would also include a special wing devoted to environmentalism, presenting facts about the devastating impact wool has on our planet. Sheep are second only to cows in the global production of methane, a potent greenhouse gas. And wool farming leads to massive amounts of manure that pollutes the water, land, and air.

Our gift shop – a colourful myriad of gorgeous vegan blankets, clothing, and fabrics – would also serve as an information centre and offer an opportunity for museum guests to learn about eco-friendly, natural alternatives to wool, such as hemp, bamboo, and soya-bean fibre. There are even vegan wool knits made from banana fibre, wood pulp, and seaweed.

We can’t change the past, but we can create a better future.  
The house these wool merchants left behind is an opportunity to promote kindness and compassion. Thank you for your time and consideration.  
We look forward to hearing from you.

Best regards,



Elisa Allen  
Vice President of UK Programmes and Operations

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
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**Affiliates**

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