



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

Jeanette Hamer and Tony Keates  
Ye Olde Fighting Cocks

20 May 2025

Via e-mail: [Yofcarnside@gmail.com](mailto:Yofcarnside@gmail.com)

Dear Ms Hamer and Mr Keates,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to propose that Ye Olde Fighting Cocks help celebrate a fascinating but often abused and misunderstood animal by adopting a new, non-violent name – Ye Olde Clever Cocks.

Names matter, and while I'm sure the hotel doesn't seek to glorify a blood sport so cruel it's been outlawed in the UK for over a century, birds are sadly still forced to fight. Just last week, police uncovered an illegal cockfighting ring just an hour away from you.

But most chickens in the UK meet an even worse fate. On farms, birds are crammed by the tens of thousands into dark sheds then shackled by the legs and slaughtered. Updating the name to reflect what we now know about these sensitive individuals would help protect them from all forms of cruelty.

We know you care deeply for dogs, and we urge you to extend that compassion to chickens, who – just like dogs – are highly social and form strong bonds with others of their species as well as humans. They communicate with over 24 vocalisations, each with a distinct meaning, and mother hens chat to their unborn babies, who chirp back through their shells. They're intelligent animals who recognise the names we give them and come when called for a treat. They're also playful and mischievous and love to investigate their environment, just like dogs do.

But on farms, including [in Cumbria](#), chickens are subjected to cruel mutilations and endure a miserable life in squalor before a violent death. Chickens farmed for meat have been bred to grow unnaturally large in a short time. Their legs soon can't support their own body weight, commonly resulting in broken bones, crippling leg deformities, heart attacks, and breathing problems. Keeping stressed, sick animals in close confinement also spreads diseases like avian flu, which is decimating wild bird populations, such as those at Morecambe Bay.

Ye Olde Clever Cocks could relaunch with a new food offering and promotional campaign that leaves chickens off the menu and places them in the hearts of the local community. And we'd love to help you *cock-a-doodle-do* it! We'd be delighted to design beer mats and posters for guests to keep as a memento of their stay, featuring fascinating facts about why Ye Olde Clever Cocks made the kind decision to honour these charming, intelligent birds.

What do you say?

Kind regards,

Dawn Carr  
Vice President of Vegan Corporate Projects

PO Box 70315  
London N1P 2RG  
United Kingdom  
+44 (0) 20 7837 6327  
+44 (0) 20 7923 6242 (fax)

[Info@peta.org.uk](mailto:Info@peta.org.uk)

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
FOUNDATION – a charitable  
company limited by guarantee,  
with its registered office at  
Cannon Place, 78 Cannon Street,  
London EC4N 6AF.  
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