



Landwood Property Auctions

23 July 2026

Dear Mr Ashworth,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.2 million supporters in the UK regarding the former KFC restaurant currently being offered for sale in Lancashire.

Rather than seeing this site simply change hands, we hope its owner might consider allowing PETA to borrow the property – or donating it for educational purposes – so that we could create a **Chicken Empathy Museum**. Such an attraction would turn a building once associated with selling the parts of dead chickens into one that celebrates the hearts of alive ones.

Most people know chickens only as "nuggets", "wings", or "fillets", yet these remarkable birds are intelligent, inquisitive individuals with their own unique personalities. They can recognise dozens of other chickens, communicate through a sophisticated range of vocalisations, and even perform basic arithmetic. Mother hens talk to their chicks before they hatch, and the chicks begin communicating back from inside the egg!

At the Chicken Empathy Museum, visitors could learn about chickens' intelligence and emotional lives, meet PETA's famous chicken mascot, and enjoy delicious vegan food proving that nobody needs to kill animals for a meal. The museum would also display kill cones, shackles, and other equipment used to mutilate and kill birds.

What better use for a former fried-chicken restaurant than a place dedicated to understanding – and respecting – the birds who have long paid the ultimate price for fast food?

I look forward to hearing your thoughts.

Sincerely,

Dawn Carr
Vice President, Vegan Projects, PETA

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