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Dame Susan Langley
Lord Mayor of London
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01 September 2026

Dear Lord Mayor:

Greetings from People for the Ethical Treatment of Animals (PETA). We're writing to urge you to please cancel London's cruel and unnecessary Woolmen Sheep Drive, set for September 27. London is a progressive city boasting sustainability and animal welfare goals, and an event that corrals sheep to celebrate environmentally destructive wool is at odds with both.

Sheep are prey animals who've evolved to be hyper-vigilant to potential threats, making them sensitive to noise and stressed by unfamiliar, unnatural environments like bustling city streets. Forcing them to cross a busy London bridge amid traffic, crowds, and city noise is inherently frightening for these sensitive animals. Besides, the wool industry is nothing to celebrate.

PETA entities have now released [17 exposés](#) of over 150 wool industry operations in seven countries – including the UK – all revealing cruelty and violence, even on self-proclaimed “ethical” farms. This event is held a mere 8-minute walk from H&M, which is implicated in the [latest PETA exposé](#), which documented workers at a “Responsible Wool Standard” certified wool operation kicking, stomping on, dragging and cutting into terrified sheep.

Aside from being cruel, this event is far from ‘ULEZ-compliant’ and flies in the face of London's climate goals. Celebrating wool while heatwaves and wildfires rage is unconscionable. I'm sure you agree it's hypocritical for London to demand citizens limit emissions as they drive *cars*, then allow the wool industry to drive *sheep*, given the UK's 30 million sheep can produce 900 million litres of the potent greenhouse gas methane each day.

Tradition is no excuse for distressing animals, and it's time for London to evolve. Please end the Woolmen Sheep Drive event.

I appreciate your time and consideration.

Sincerely,

Elisa Allen
Vice President of ProgrammesPEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
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