



Media Kit

www.bhwt.org.uk



Content

- 04 Charity Story
- 07 What we can help you with
- 08 Our mission
- 09 Key facts & figures
- 09 Corporate sponsors
- 10 Our patrons
- 11 Social media
- 12 How to engage with our supporters

Charity story



The British Hen Welfare Trust is a UK charity committed to changing the lives of commercial laying hens since 2005.

In 1979, Jane Howorth, then a teenager, watches a Panorama documentary, Down on the Factory Farm, about the living conditions of domestic livestock, including caged commercial laying hens.

Little did she know when she turned on the TV that night, that it would change not just her life but the lives of hundreds of thousands of hens in the future.

A few years later, after moving to Devon, Jane adopts her first ex-battery hen after trawling country lanes looking for farms she could approach. Then in 2003, after years of living with adopted hens and experiencing the joy they bring, Jane places an advert in a local paper offering people the chance to rehome hens.

Much to her surprise, she receives thousands of responses.

Two years later, the Battery Hen Welfare Trust is born. The charity goes on to set up the original rehoming model with sites around the country, saving thousands of hens from slaughter and is renamed the British Hen Welfare Trust (BHWT) in 2010.

Since then, the BHWT has expanded their work to improve hen welfare including funding research grants for vet students and nurses, setting up

a Hen Helpline for people caring for poorly chickens, creating an online poultry course to enhance veterinary knowledge and running educational workshops in schools.

The British Hen Welfare is also now working internationally after affiliating with a new charity in France which has established a similar rehoming programme in the country.

The BHWT is on track to have saved 1 million hens by 2024.



964,000+

Hens saved from slaughter, now much loved pets.



60,000

Hens rehomed annually by the British Hen Welfare Trust.



1,400+

Volunteers that dedicate their time to us to help hens.



46

Adoption sites across the United Kingdom.



We have a high level of experience and expertise and can supply you with a wide range of angles such as hen health and welfare, rehoming hens, hens as therapy and hen-keeping.

What we can help you with

If you would like comment from the BHWT, to arrange an interview or filming opportunity, we're more than happy to do whatever we can to accommodate you.

We also have a vast library of images, with everything from heart-warming to informative health photos, to support any media coverage.

Our key areas of expertise include:

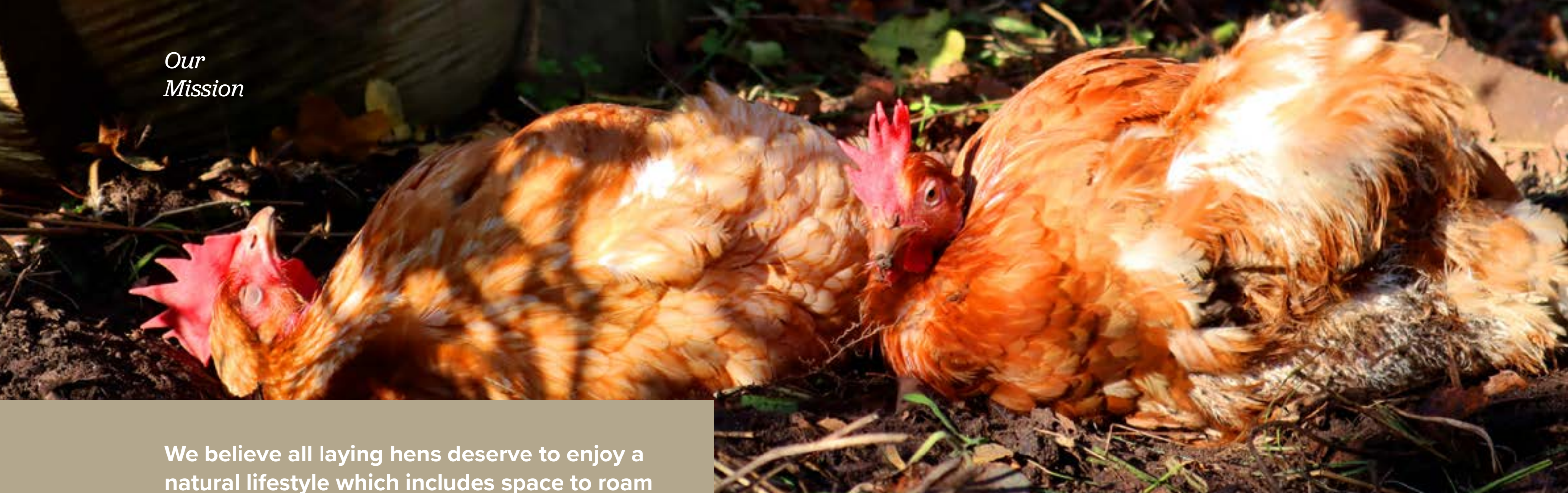
- The rehoming of laying hens saved from slaughter
- How to care for and keep hens as pets.

- Avian Influenza and its impact on backyard flocks
- The gap in veterinary education regarding chickens
- How consumers and farmers can drive changes to improve hen welfare

For more information contact us at media@bhwt.co.uk.

Jane Howorth
Founder

*Our
Mission*



We believe all laying hens deserve to enjoy a natural lifestyle which includes space to roam on open pasture, enjoyment of fresh air and sunshine, the ability to scratch for insects and the opportunity to lay an egg in a nest.

We believe in collaborative and positive campaigning to find win/win solutions for both the egg industry and hens alike.

To achieve our mission, we:

- Save thousands of hens from slaughter and rehome them as family pets, introducing more people to the joys of hen keeping every year.
- Provide educational materials to schools to teach children about farming, hens, and animal welfare.
- Actively support and promote our Great British free-range farmers.
- Collaborate with veterinary institutions and government agencies to improve hen health and welfare, in both the domestic and commercial sectors.
- Educate consumers as to how the choices they make in the supermarket affects hen welfare and the British egg industry.

*Key Facts
and Figures*

- Over 964,000 hens saved from slaughter
- 60,000+ hens saved every year
- 1,400 volunteers
- 46 adoption sites
- Founded in 2005
- Jane Howorth awarded an MBE in 2016
- Instrumental in convincing Hellmann's to produce free-range egg mayonnaise
- Helped bring an end to battery cages in 2012

Corporate Sponsors





Social media



Our Patrons



Jamie Oliver



Bob Mortimer



Pam Ayres



Amanda Holden



Kate Humble



Jimmy Doherty



59,900+

Followers on Facebook.

160,100+

Post reach on Facebook.



20,700+

Followers on Instagram.

13,600+

Accounts reached on Instagram.



9,600+

Followers on Twitter.

13,200+

Impressions on Twitter.



500+

Suscribers on YouTube.

34,300+

Views on YouTube.

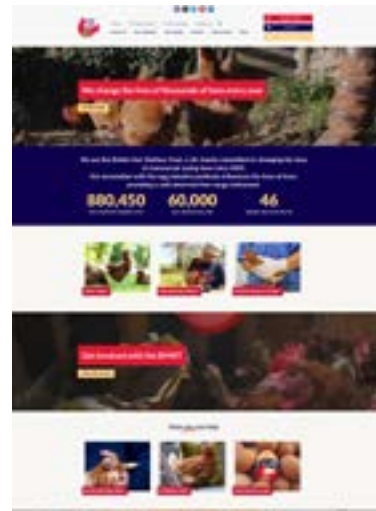
How to engage with our supporters



Chicken & Egg

Chicken & Egg is the British Hen Welfare Trust's flagship magazine with a combined circulation of 100,000+ households (10k print copies/30k online views monthly/60k online subscribers) and a readership of c.125,000 and can be read online at bhwt.org.uk which has 100,000+ page views per month.

Our readership profile includes those who enjoy keeping hens whilst appealing to a broader audience of foodies. The magazine includes a mix of news stories, information, recipes, and special features alongside major retailer and celebrity interviews. The magazine aims to encourage consumers to think about welfare and food and promotes British free-range eggs.



Our website

We have 54,000+ website visitors every month with an audience that is 62% female and 38% male and based not just in the UK but from almost every continent.

Our most popular pages include Hen Adoption, those related to hen health and welfare, and our Hen Keeping Starter Guide. Our In The News page includes interviews with supporters, sponsoring partners, and other personalities of interest to our visitors.

Sponsoring partners are also featured on a page dedicated to acknowledging their support and linking back to their sites.



Fresh Laid News

Our monthly Fresh Laid News e-newsletter is sent out to around 60,000 people across the UK and internationally, with an average open rate of 30% and an average click through rate of 1.6%.

The e-newsletter is sent out at the end of each month and has regular sections including Hen of the Month, Fundraising focus, Hard news, Product spotlight, Volunteer stories, and Healthy Hens.





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