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## Three years and 50 deaths after Eilidh Cairns was killed, families and campaigners unite to call for the elimination of lorry blind spots

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*See Me Save Me* (seemesaveme.com) is a new campaign website dedicated to saving lives by reducing lorry danger. It will be launched on 5<sup>th</sup> February, to commemorate the third anniversary of the death of Eilidh Cairns.

*See Me Save Me* was initially launched by Eilidh's family and friends after she was run over and killed by a lorry with a blind spot on February 5<sup>th</sup> 2009. Since her death, a further 50 pedestrians and cyclists have died in collisions with lorries in London.

### **Kate Cairns, bereaved sister:**

*Since Eilidh was killed, we have tried to spare others this terrible fate. We have campaigned at Westminster and at Strasbourg. We were granted permission to apply for a judicial review to challenge the coroner who eschewed her powers to prevent future loss of life. But the deaths go on with more families suffering on a level not possible to imagine unless you have been there. Today we say enough is enough and we mark three year's absence of my sister by launching a website aimed at saving other families from having such anniversaries.*

RoadPeace, the national charity for road crash victims, has developed the *See Me Save Me* campaign website to raise greater awareness of the scale of the problem as well as the various efforts underway to tackle it; but the main focus of the website will be to call for the elimination of the blind spot through the use of HGV safety technologies such as sensors and cameras. It is also a call for a shift away from cyclist-focused publicity campaigns to tackling the danger at source, the lorry -- an approach that would benefit pedestrians as well as cyclists. RoadPeace has campaigned on HGV/cycle safety for many years and has participated in working groups since 1999.

### **Cynthia Barlow, bereaved mother and RoadPeace Chair:**

*After my daughter was killed cycling by a left turning lorry in 2000, I challenged the firm involved to make their lorries safer for other road users. To their credit, and my gratitude, they did. By the end of 2003, they had introduced a London Cycle Aware lorry with additional safety features, including sensors and drop down sideguards. But over eight years on, these features are still only voluntary. How many more people must die on our streets, in avoidable and preventable collisions, before we accept that the blind spot can be eliminated?*

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**For further information contact:**

RoadPeace	<b>020 7733 1603</b>	during office hours
Sara Dowling, Campaigns and Development Manager	<b>07765 851645</b>	outside office hours

**Notes for journalists:**

More information about available HGV safety technologies can be found in the TfL guide:  
<http://www.tfl.gov.uk/microsites/freight/documents/publications/hgv-cycle-safety-procurement-guide.pdf>

**Launch event**

On Sunday 5<sup>th</sup> February at 2pm bereaved families and campaigners will gather at the ghost bike of Eilidh Cairns in Notting Hill to remember those lives lost and to launch See Me Save Me. This will include a minute's silence and the laying of flowers and photos. Representatives from the media are invited to attend.

**See Me Save Me**

The *See Me Save Me* website, [seemesaveme.com](http://seemesaveme.com), has been made possible with funding from Awards from All and donations, both financial and in-kind, by families of cyclists killed in collisions with lorries, and our members concerned about road danger reduction.

The main focus of the website is to call for the elimination of the blind spot through the use of HGV safety technologies such as sensors and cameras. It will also highlight other measures that are being implemented to prevent collisions between lorries and cyclists and pedestrians, as well as supporting and empowering bereaved families and those seriously injured by lorries in navigating the justice system.

**RoadPeace**

RoadPeace is an independent national charity, providing practical information, emotional support and advocacy to those affected by road crashes; as well as campaigning for justice for road crash victims and for road danger reduction policies. RoadPeace was a winner of the Guardian Charity Award in 2008:  
<http://www.guardian.co.uk/society/video/2008/dec/04/guardian-charity-awards-roadpeace>

Justice: Roadpeace campaigns for justice for road crash victims through calling for improved investigations, effective inquests, appropriate prosecution and fair compensation, and equal rights for crash victims.

Road danger reduction: RoadPeace was founded in 1992 on the principle of road danger reduction (RDR) which places a greater duty of care on those that pose the greater threat, and argues for danger to be controlled at source through reducing the speed, volume and dominance of motorised traffic. RDR differs from traditional road safety by adopting a wider approach that considers not only the quantity of death and injury by crashes but also the other negative consequences of inappropriate and excessive motor vehicle use such as fear and intimidation, environmental impact and public health issues.

**Crash not Accident**

RoadPeace is calling for an end to a language of neglect and denial and for policy makers and the media to stop using the word 'accident' when referring to road crashes, and to adopt an appropriate, constructive and accurate terminology such as 'crash' or 'collision':

[http://www.roadpeace.org/resources/Crash\\_not\\_Accident\\_May\\_11\\_2011.pdf](http://www.roadpeace.org/resources/Crash_not_Accident_May_11_2011.pdf)

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