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## Remembering lives lost and broken

### August National Road Victim Month

This month, while many take to the road for their summer holiday, RoadPeace is remembering all those lives lost and broken on our roads with a series of commemorative events throughout the month of August, the National Road Victim Month.

August was designated National Road Victim Month by RoadPeace after Diana, Princess of Wales was killed in a crash in 1997. She was killed on August 31, the same day as the world's first road death when Mary Ward was killed in Ireland in 1869. Britain's first road death also occurred in August, when Bridget Driscoll was killed in Crystal Palace on August 17 1896, with the coroner pronouncing "this must never happen again".

*Since RoadPeace was established, road deaths have fallen in Britain from over 10 a day to just over half that. But five deaths a day are still five too many. Road deaths are not acceptable, are not inevitable; what they are is preventable. We call on the UK government to end the complacency around the terrible daily toll of road death and injury, and follow the example of the European Commission by adopting a Vision Zero approach.*

Amy Aeron-Thomas, Executive Director

We are commemorating August National Road Victim Month with the following events:

#### **RoadPeace Memorial Garden, Manchester – Friday 5th August**

The service of remembrance held at the RoadPeace Memorial Garden in Beswick, Manchester will be held this year on Friday 5th August at 4pm. The **RoadPeace Memorial Garden, Beswick, Manchester** is dedicated to the memories of Jodie Webb and Joanne Greenwood who died in a horrific car crash on August 6th 2000. It has been inspired by Jodie's mother, June Webb, in honour of her daughter and all others who lose their life on the roads.

#### **Ceremony of Remembrance at RoadPeace Wood – Saturday 13th August**

This annual gathering brings families and friends together to remember all those killed in a road crash. On Saturday 13th August we will be gathering for the annual Ceremony of Remembrance for road traffic victims at the RoadPeace Wood at the National Arboretum, Staffordshire. The event will begin with a

service in the Chapel at 2pm followed by a short walk and ceremony at the RoadPeace wood, followed by refreshments.

### **Remembrance of Princess Diana and All Road Crash Victims – Wednesday 31st August**

On the 14th anniversary of the death of Princess Diana, RoadPeace Northwest group will be once again organising a Remembrance of Princess Diana and All Road Crash Victims, meeting on The Rankin Steps outside Liverpool Anglican Cathedral , St James Mount, Liverpool, at 2pm.

All are welcome, but please let us know if you will be attending ([info@roadpeace.org](mailto:info@roadpeace.org))

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#### **Notes for journalists:**

##### **For further information contact:**

RoadPeace **020 7733 1603** during office hours  
Amy Aeron-Thomas, Executive Director: **07905 847917** outside office hours

#### **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, with a focus on reducing the volume, speed and dominance of motorised traffic and promoting cycling and walking.

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>

#### **Road danger reduction**

RoadPeace was founded in 1992 on the principle of road danger reduction (RDR). RDR focuses on making the road environment less dangerous by tackling danger at source through reducing the speed, volume and dominance of motorised traffic. It also takes into account the other negative consequences of inappropriate and excessive motor vehicle use such as fear and intimidation, environmental impact and public health issues. RDR differs from traditional road safety in that it adopts a wider approach that considers not only the quantity of death and injury by crashes, but also the effects of excessive and inappropriate motor vehicle use on the quality of life and the environment. It places a greater duty of care on those that pose the greater threat and argues for danger to be controlled at source.

#### **Reported road casualties in Great Britain main results: 2010**

<http://www2.dft.gov.uk/pgr/statistics/datatablespublications/accidents/reported-road-casualties-gb-main-results-2010.html>

During 2010, 1857 people were suddenly, prematurely, and violently killed in a crash in Britain. Five families a day were bereaved by road crashes – this is five a day too many.

Since the first recorded road death, well over 200,000 people have been killed in crashes in Britain and the current annual global death toll is estimated at 1.3 million deaths. Such a scale of loss and devastation has led RoadPeace Patron Professor Danny Dorling to proclaim road crashes as this century's biggest public health crisis and the 'open sewers of the 21<sup>st</sup> century'.