

Three-year-old daughter of one of Britain's richest men is found by her mother hanged on a blind cord at their £12 million home

- **Dana Hoegh, 37, found daughter Alexandra Lucy, in their West London home**
- **Father Morten is a multi-millionaire oil and shipping tycoon**
- **Alexandra was rushed to hospital**
- **At least 22 deaths have been caused by blind cords since 1999**

By Alex Ward and Martin Robinson



Tragedy: Tycoon Morten Hoegh's daughter Alexandra, 3, was found hanged in her cot after getting tangled in blind cords

The daughter of one of Britain's richest men has died after becoming tangled in the cords of a window blind.

The three-year-old was found in her cot at the London home of Norwegian shipping tycoon Morten Hoegh.

Alexandra Lucy Hoegh was discovered by her mother Dana, 37, at their £12million house in West London.

Detectives are investigating but are not treating the death as suspicious.

It is thought that Alexandra was playing with the strings in her cot and became caught up, resulting in her being hanged by the cords.

Paramedics were called to the semi-detached property shortly after 2.25pm on Monday.

The toddler was taken to hospital but pronounced dead at 3.17pm. Her American-born mother was taken to hospital in shock.

Mr Hoegh, 39, is the chairman of Hoegh LNG, a multi-billion pound oil and gas shipping company based in Norway.

He is one of Britain's richest men with an estimated fortune of £175million.

The couple also have two other children, a six-year-old son and a daughter, five. Relatives at the family home yesterday were too upset to talk.

Shocked neighbours described the Houghs as a 'private family' who had lived at the property for around five years.



Alexandra Lucy, 3, was found hanged on a blind cord, by her mother Dana Hoegh at home in West London



The increase in the number of deaths involving blind cords similar to this one has led to campaigners calling on them to be banned

'They are a very pleasant couple, very polite,' said one resident. 'You see them doing the school run, either the mother or father or the nanny, but apart from that they are very private.'

'People on this street tend to keep themselves to themselves.' A man, who did not want to be named, said he was near the house when he heard screaming. He ran on to the street, where he saw Mrs Hoegh outside her home. He called emergency services.

'There was nothing they could do,' he said. 'It is an image I cannot get out of my head, I cannot sleep. It is a horrible, horrible accident.'

Safety campaigners say at least 22 children have died in similar accidents since 1999, ten of them in the last two years. The Royal Society for the Prevention of Accidents is campaigning for manufacturers to stop making looped blind cords, which they say pose an unacceptably high risk to infants.

In the meantime, it wants cords fitted with safety devices such as chain-break connections.

It advises parents against installing blinds with cords, particularly in children's bedrooms; to ensure any cords are short and out of reach; and to not hang toys on cots.