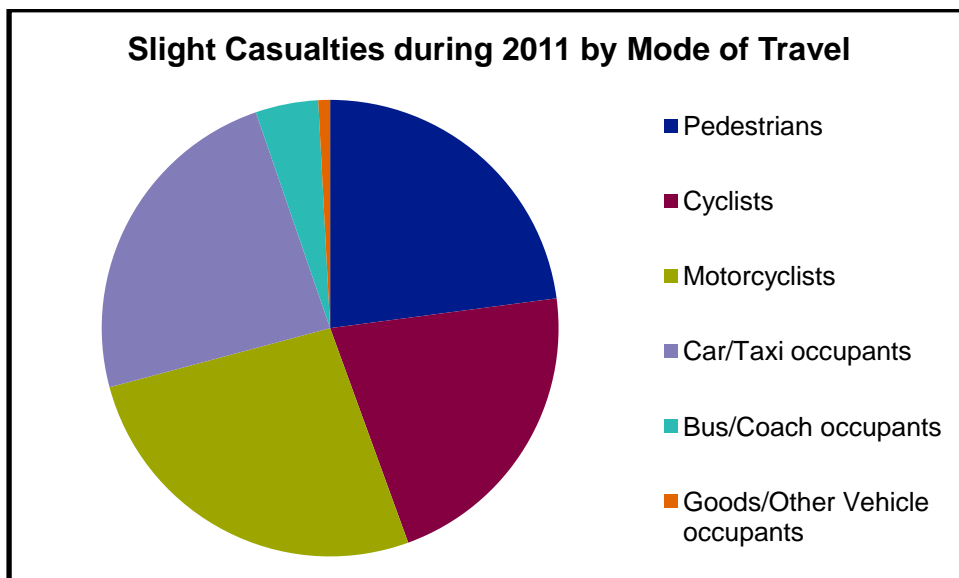
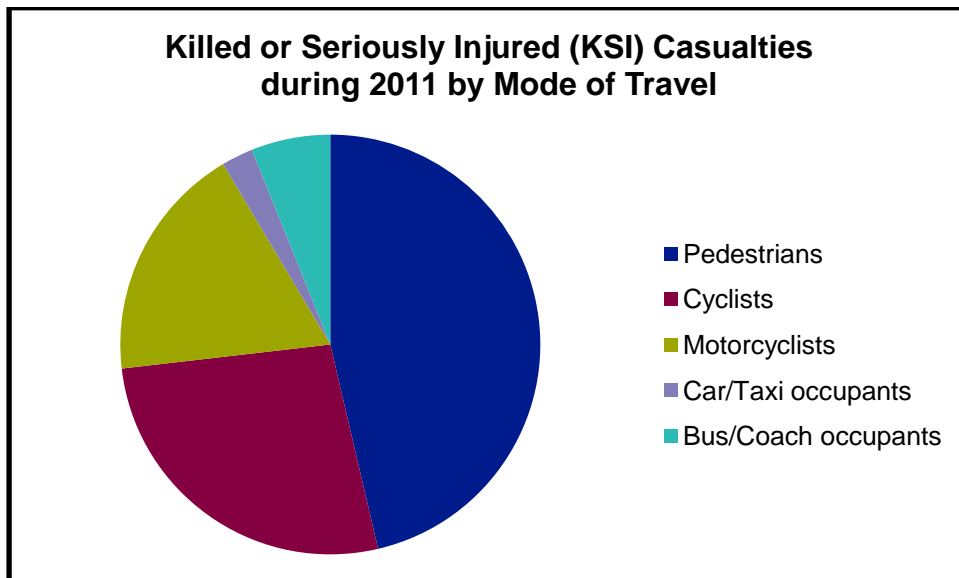
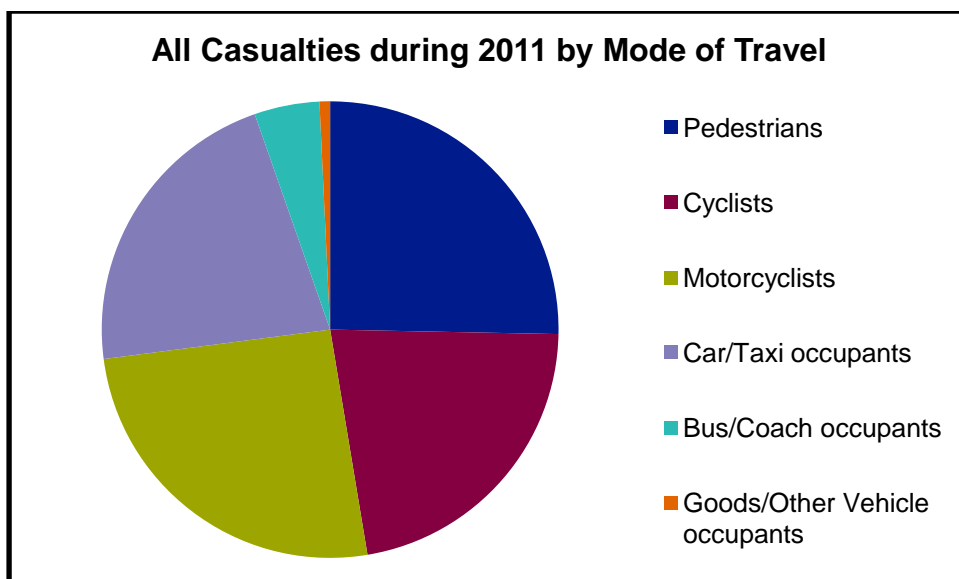


Road Casualties in the Royal Borough of Kensington and Chelsea 2011

1. Collisions & Casualties

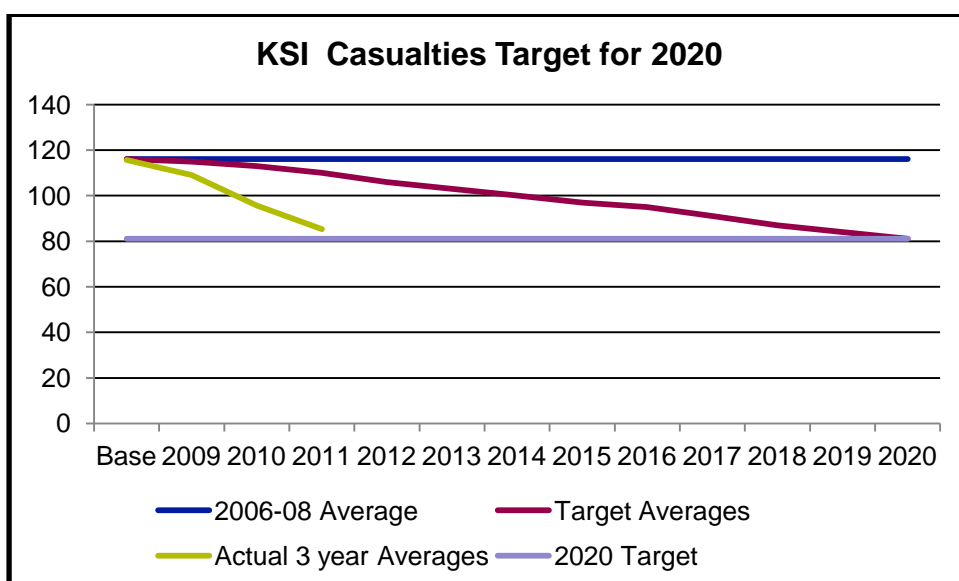
- Total collisions in 2011 increased to 715, compared to 708 in 2010. These involved 802 casualties compared to 792 in 2010.
- There were four fatal casualties in 2011, an increase of two compared to 2010.

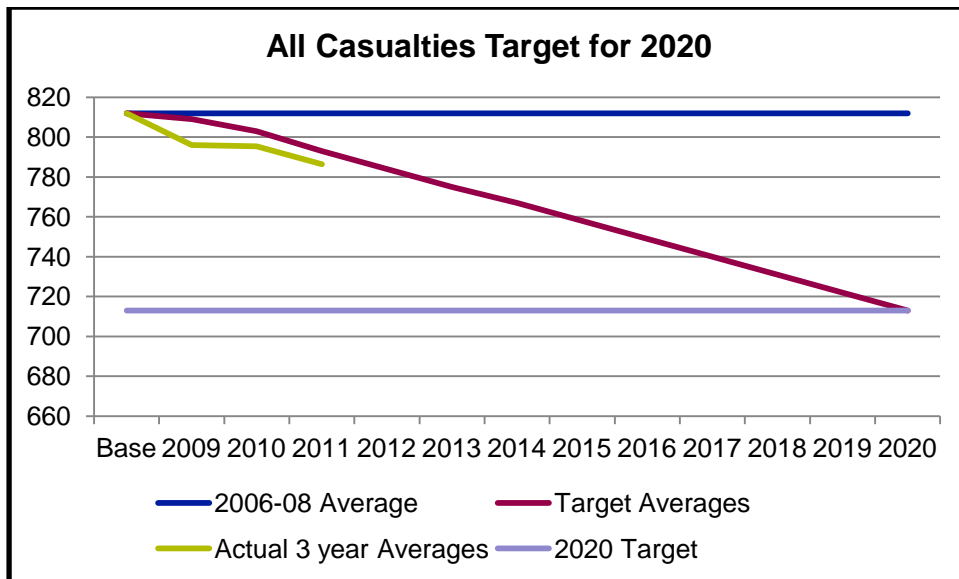




2. Targets

We exceeded our LIP targets for 2009-11 (110) and recorded 85.3 collisions. The graphs below chart our progress against these targets.

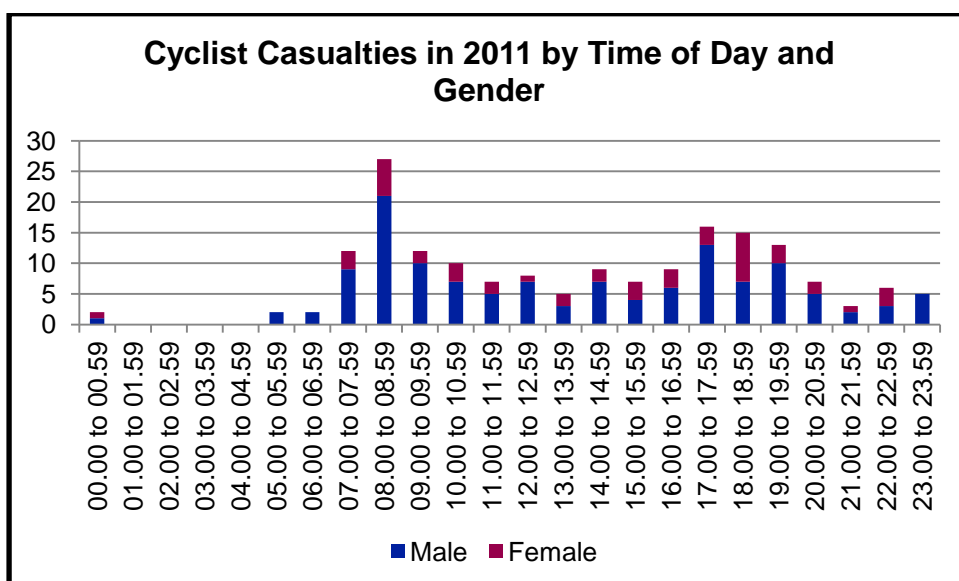


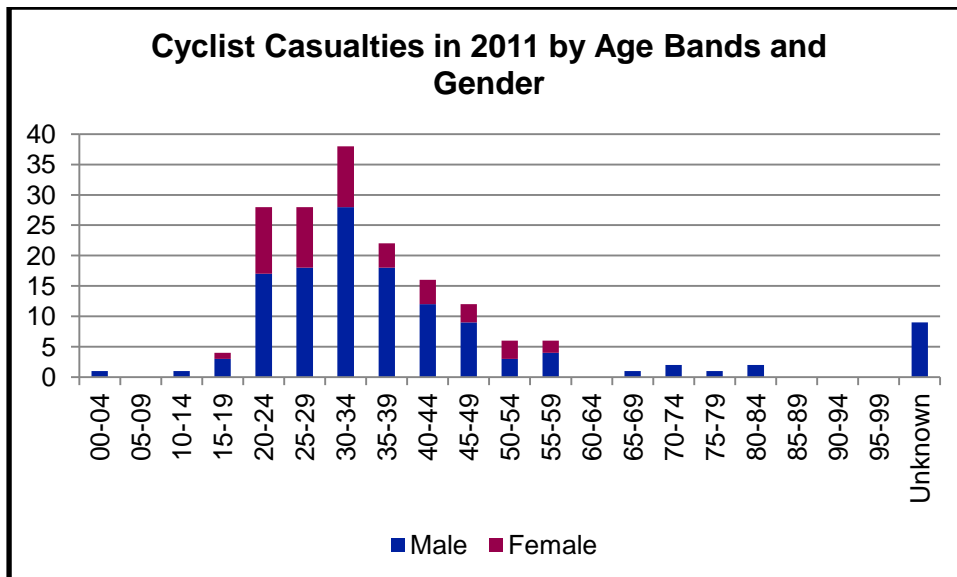


3. Spotlight on Vulnerable Road Users

a. Cyclists

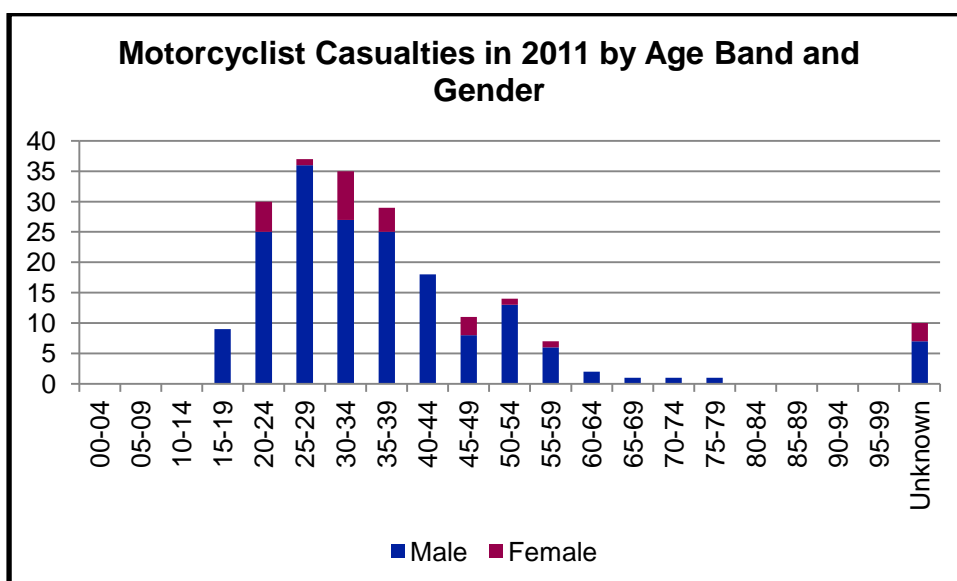
- There was a decrease in the total number of cyclist casualties; from 187 in 2010 to 177 in 2011. This followed four consecutive years where the number of cyclist casualties had increased, however serious cyclist casualties increased in 2011.
- The dominant trend for cycle collisions is the morning and afternoon peak traffic hours.
- The majority of casualties are males, aged between 25 and 40.
- Cars were involved in the majority of collisions with cyclists, and the key contributory factor was the vehicle 'failing to look properly'.





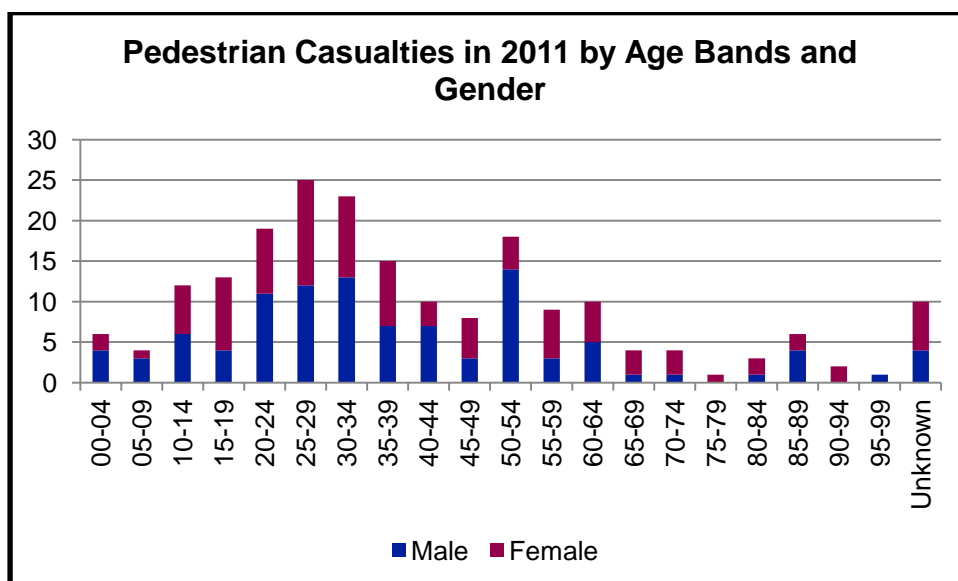
b. Motorcyclists

- The number of motorcyclist casualties decreased in 2011. Over the years the number of casualties for this user group has fluctuated; however, the general trend is downward over the last ten years.
- There is no clear pattern to the time of day or day of week that motorcycle collisions take place.
- The majority of motorcyclist casualties are men, aged between 20 and 40.
- The dominant contributory factor in motorcyclist collisions is the 'failure to look properly'.



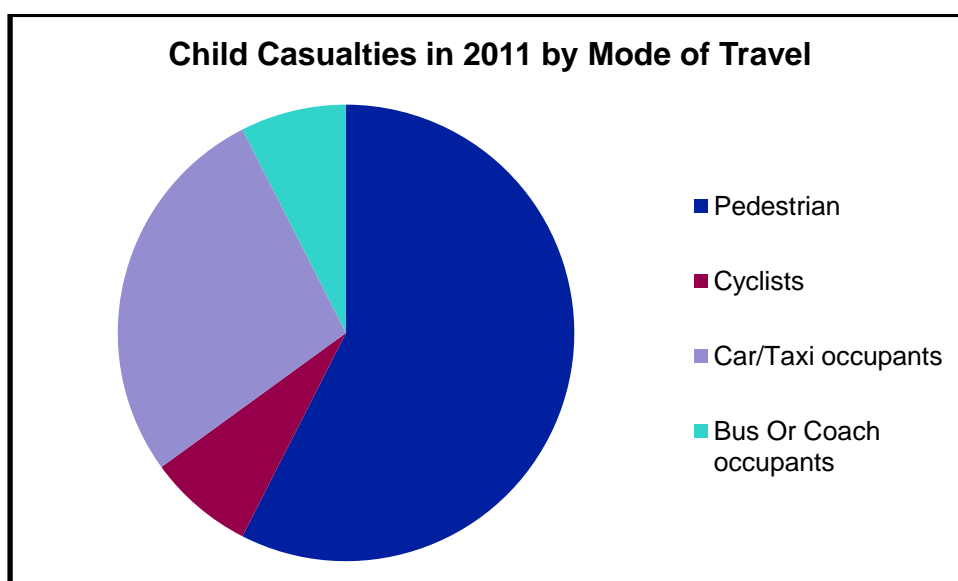
c. Pedestrians

- Pedestrian casualties increased by 18.7% in 2011 compared to 2010 data.
- There is no pattern to the time of day or day of week for pedestrian collisions.
- Over half of all pedestrian casualties were not near a pedestrian crossing facility at the time of collision. However 22% of collisions took place at a traffic signal with pedestrian phasing, and a further 16% at a zebra crossing.



4. Child (aged under 16 years) casualties

Child casualties increased by 14 to 40 in 2011. Pedestrians accounted for the majority of this increase.



5. Collision Locations in 2011

Collisions are assigned to junctions (nodes), the roads between junctions (links) or wider areas (cells). We analyse these locations each year in order to identify treatable patterns for collision remedial schemes.

Borough Road Node Ranking List 2009-11 (Top 12)

Rank		Total Collisions	Collisions Compared to 2008-10	Rank in 2008-10
=1	King's Road/Beaufort Street	18	+4	2
=1	King's Road/Lots Road	18	+2	1
3	Kensington High Street/Wright's Lane/Hornton Street	13	0	=3
4	Holland Park Avenue/Ladbroke Grove	12	+3	=13
5	Notting Hill Gate/Pembridge Road	11	+3	=14
=6	Fulham Rd/Sloane Ave/Dray'tt Pl/Pel'm St/Lucan Pl	10	-1	=5
=6	Kensington High Street/Campden Hill Road	10	+1	=12
=6	Holland Park Avenue/Addison Road	10	+5	=27
=9	Notting Hill Gate/Kensington Church Street	9	-1	=9
=9	Ladbroke Grove/Lancaster Road	9	-2	=5
=9	King's Road/Old Church Street	9	+1	=14
=9	Chelsea Br Rd/Lwr Sloane St/Royal Hospital Rd	9	+3	=21

Borough Road Link Ranking List 2009-11 (Top 14)

Rank		Total Collisions	Collisions Compared to 2008-10	Rank in 2008-10
1	Fulham Road (Edith Grove to Beaufort Street)	35	+11	=4
2	King's Road (Sydney Street to Anderson Street)	32	-3	1
3	Holland Park Avenue	29	+5	=4

	(Addison Rd to Clarendon Rd)			
4	Kensington High St (Warwick Gdns to Earl's Ct Rd)	26	+3	6
5	King's Road (Anderson Street to Sloane Square)	24	+4	=7
5	Kensington Road/High St (KCS to Westminster bdy)	24	-5	2
7	Fulham Road (H&F bdy to Finborough Road)	22	-3	3
7	Ladbroke Grove (Chesterton Road to Barlby Road)	22	+4	=11
9	King's Road (Edith Grove to Beaufort Street)	19	-1	=7
10	Bayswater Road (Ossington St to Westminster bdy)	17	+2	=14
10	Fulham Road (Beaufort Street to Old Church Street)	17	-1	=11
10	Sloane Street (Knightsbridge to Pont Street)	17	-3	=7
10	Kensington Church St (Vic'ge Gate to Kens'n Mall)	17	-1	=11
10	Westbourne Park Road (Ladbroke Gr to West'r bdy)	17	+2	=14

**Cell Ranking List 2009-11 (Borough Road Collisions not on Nodes or Links)
100 metre squares (Top 11)**

Rank		Total Collisions	Collisions Compared to 2008-10	Rank in 2008-10
1	Harrington Gdns/Ashburn PI area	22	+4	1
2	Bramley Rd/St Helen's Gdns area	18	+2	2
3	Portobello Road area near to Westbourne Park Rd	17	+2	3
4	Cadogan St/Cadogan Gdns area	13	+4	6
5	Knareborough PI/Courtfield Gdns area	11	+1	=4
6	Bramley Rd/Freston Rd	10	0	=4

	area			
7	Abingdon Rd area	9	+2	=11
7	Hans Place area	9	+1	=7
9	Portobello Rd/Bevington Rd area	8	0	=7
9	Portobello Rd/Pembridge Sq area	8	0	=7
9	Elvaston Pl area	8	0	=7