Road Safety in Richmond upon Thames

Public Health Review

LONDON BOROUGH OF
RICHMOND UPON THAMES

Contents

Document created January 2026

Note that the findings in this brief have been summarised from a more detailed technical report, a copy of which can be obtained by contacting Richmond Public Health.

Summary

Road collisions are a major cause of preventable death, serious physical injury, and psychological trauma. Being involved in a road crash has lasting effects and can directly reduce quality of life in both the short and long term. Road safety is a public health issue because casualties and injuries not only impact the health and wellbeing of individuals, but also families and communities, and because of the systematic inequalities in distribution of burden across populations.

Public Health reviewed STATS19 collision and casualty data (2017–2024) from the Department for Transport via Transport for London's Road Safety Dashboard to clarify Richmond's Public Health Outcomes Framework (PHOF) rating for road casualties, especially those killed or seriously injured (KSI).[1] PHOF is a collection of data indicators used in England to monitor trends in public health, benchmark local authority progress, and reduce health inequalities.[2]

The most recent dataset, based on 2024 data, shows that Richmond is rated 'red'. The count was 94 or 185.1 per billion vehicle miles travelled - higher than England's crude rate of 89.8 and the London average of 184.1. However, it is important to note PHOF offers only a crude comparison because local variations in road networks, built environments, and population densities, including visitors and commuters, make direct comparisons challenging.

While the overall trend from 2017 to 2024 shows a decrease in casualties, vulnerable road users such as cyclists, pedestrians, and motorcyclists continue to account for the majority of serious injuries, with cyclists alone making up 34% of casualties in 2024. Behavioural factors such as poor observation and excessive speed for road conditions remain leading contributors, and fatalities tend to cluster around major junctions and high-speed corridors such as the A316 and the South Circular. While borough-wide 20 mph limits were introduced in 2020 to enhance road safety by reducing collision frequency and severity, a level of serious injury persists, indicating that speed reduction alone is insufficient and that a range of measures need to be undertaken, particularly to address collisions now occurring at lower speed limits.

This report emphasises systemic inequalities, with higher KSI rates in deprived areas and among older adults. Richmond's progress toward its Vision Zero targets—eliminating deaths and serious injuries by 2041—will require accelerated action.[3] Continued collaboration with TfL, The Royal Parks, the Police, local communities, and neighbouring boroughs will be essential to ensure a joined-up approach. In addition, key priorities identified by the Council include targeted infrastructure improvements at high-risk sites, increased investment in road maintenance, segregated and enhanced cycle lanes and walkways, as well as expanded initiatives such as School Streets.

[1] 2017 to 2024 is the available dataset from TfL

[2] PHOF is managed by the Office for Health Improvement and Disparities (OHID)

[3] Note that Richmond Council has a statutory obligation for road safety under the Road Traffic Acts (1988, 1984, 1991), the Traffic Management Act 2004, the Highways Act 1980, and the Equality Act 2010 to reduce collisions, promote safe movement, and ensure accessibility for all.

These initiatives must also be supported by behaviour-change campaigns and targeted awareness-raising, including greater publicity around the changes to the 'hierarchy of road users' introduced in the Highway Code, such as pedestrian priority at junctions and priority for cyclists when vehicles are turning. The majority of motorists on Britain's roads remain unaware of key changes that have shifted the dynamics of shared road use since 2022.

A significant portion of collisions involved cars and goods vehicles within the borough, often with vulnerable road users including pedal cyclists, motorcyclists, and pedestrians. A linked contributing factor has been ineffective observation among those involved, including drivers. As a result, targeted and well-designed campaigns (including feedback mechanisms) should be used, but these need to be supported by enforcement and complementary measures.[4] [5]

Looking ahead, new vehicle technologies could offer opportunities to significantly improve road safety, including the potential to reduce human error. While autonomous vehicles (AVs) are still some years away from widespread deployment on public roads, and although they excel in routine tasks (such as following lanes, keeping distance, and navigating familiar routes), they continue to struggle with complex, unpredictable, human-heavy scenarios. It is nonetheless important for the Council to consider how road infrastructure design could support future driver-assistance technologies and the increasing use of autonomous vehicles.

Collectively, achieving Vision Zero will require a wide range of measures, including sustained funding, physical interventions, community engagement, and ongoing awareness-raising to improve road safety. The sections below in this briefing paper highlight the elements identified and linked to road safety from the analysis undertaken.

[4] The Fiona Fylan report produced 2017 is often referred to in road safety reviews in context of behaviour change interventions guidance which practitioners find useful and easy to read. Link: https://www.racfoundation.org/wp-content/uploads/2017/11/Using_behaviour_change_techniques_Guidance_for_the_road_safety_community.pdf

[5] Note that there are debates related to how effective educational interventions campaigns over the long-term, most studies well designed interventions can produce short-term improvements in knowledge, attitudes, and willingness to change behaviour. https://www.sciencedirect.com/science/article/pii/S1369847824001888

1. Casualty Trends

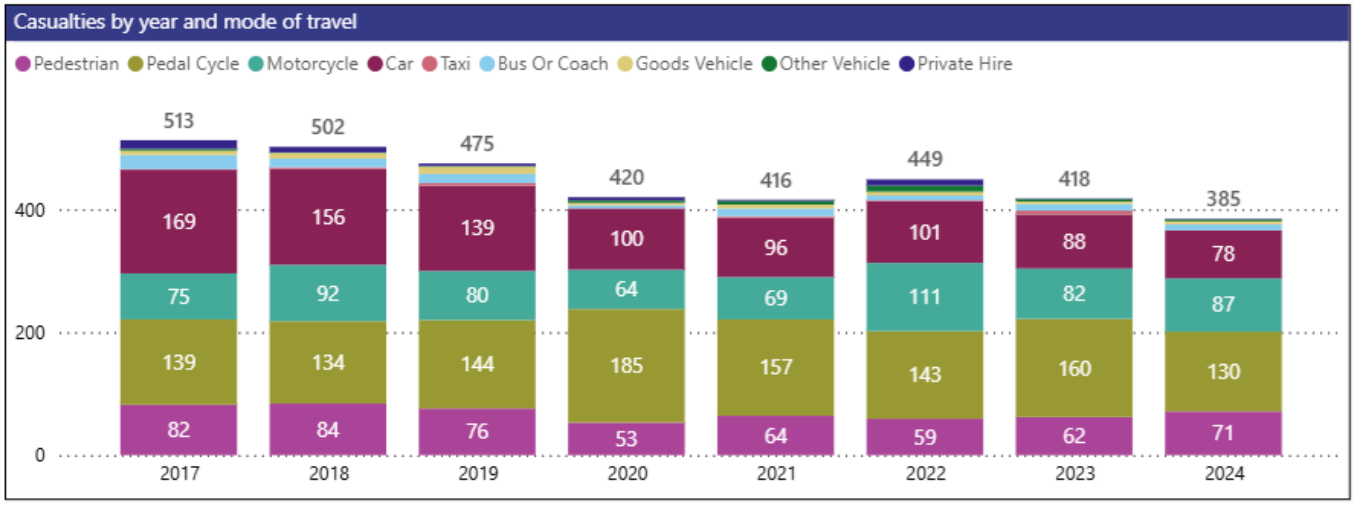
National and London

Road casualties have been declining across both the UK and London over the past decade. From 2017 to 2024, the data period analysed for this study shows that: [6] [7]

- UK: there was a 25% reduction in casualties (from 170,993 to 128,272).
- London: there was a 26% reduction (from 32,567 to 24,019).

Borough

Figure 1. *Casualty Trend Overall, Richmond upon Thames, 2017 to 2024. Source TfL*



Reviewed data (Figure 1) shows that:

- Total casualties have fallen steadily, from 513 in 2017 to 385 in 2024 (a 25% decrease), this is an encouraging trend.
- Between 2017 and 2024, there were 3,578 road casualties in Richmond, which included 16 fatalities and 685 serious injuries; these two categories are often classified as KSIs (killed or seriously injured) and exclude people who might have been slightly injured.

The majority of collisions in Richmond involved cars, particularly in context of pedal cycles, followed by other cars, motorcycles, pedestrians and goods vehicles (Figure 2).

[6] https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2024/reported-road-casualties-great-britain-annual-report-2024
[7] https://content.tfl.gov.uk/casualties-in-greater-london-2024.pdf

***Figure 2**. Collisions, Richmond upon Thames, 2017 to 2024. Source TfL*

Vehicle involved casualty count: casualty mode of travel (rows), vehicles involved in collision (columns)

Casualty Mode of Travel	Pedal Cycle	Motorcycle	Car	Taxi	Private Hire	Bus Or Coach	Goods Vehicle	Other Vehicle
Pedestrian	53	65	337	2	5	32	59	9
Pedal Cycle	95	23	800	15	27	17	90	7
Motorcycle	5	17	512	11	11	3	58	3
Car	6	31	628	7	17	22	125	10
Taxi		1	12	1	1	1	1	
Bus Or Coach	1		13	1		1	7	
Goods Vehicle		3	36			1	16	2
Other Vehicle		1	23				4	
Private Hire			33	1	2	4	6	

While car-related casualties (drivers/occupants) have decreased over the years (Figure 3), from 169 in 2017 to 78 in 2024, this decrease is mainly related to slight injuries.

In terms of KSIs, it is a more mixed picture (Figure 4). For other modes, such as buses/coaches or goods vehicles, there has also been a similar decrease. For buses/coaches (drivers or passengers), overall casualties fell from 23 (mostly serious and slight injuries) to 10 in 2024; however, KSIs have remained around 3 to 4 over the last six years, with only one fatality occurring in 2021.

For goods vehicles, driver/passenger casualties increased from 7 to 8 between 2017 and 2019, and since 2020 have remained between 4 and 6 per year. While there were no fatalities for goods vehicles from 2017 to 2024, goods vehicles were the second largest contributor to collisions with cars and pedal cyclists.

The vast majority of causalities in the borough involved pedal cyclists, pedestrians and motorcyclists, KSI rates have not substantially changed.

***Figure 3**. Car Related Casualties – Fatal, Serious and Slight, Richmond upon Thames, 2017 to 2024. Source TfL*

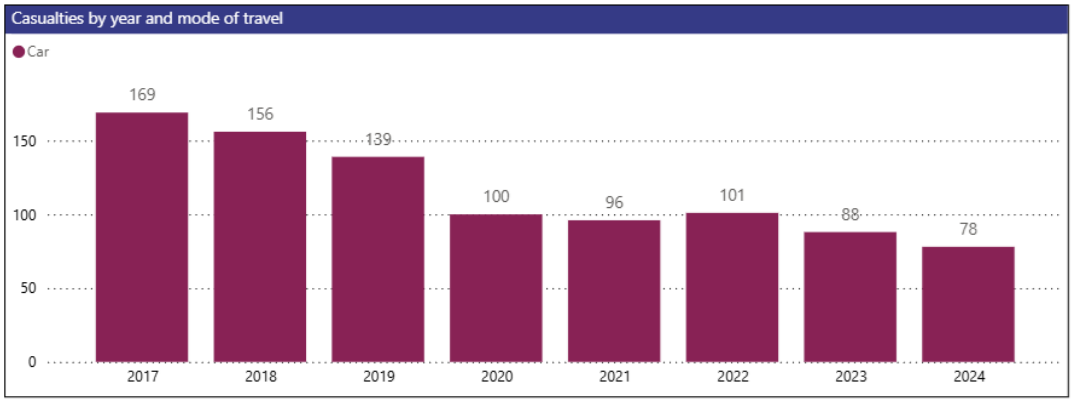


***Figure 4**. Car Related Casualties - Fatal and Serious (KSI), Richmond upon Thames, 2017 to 2024. Source TfL*

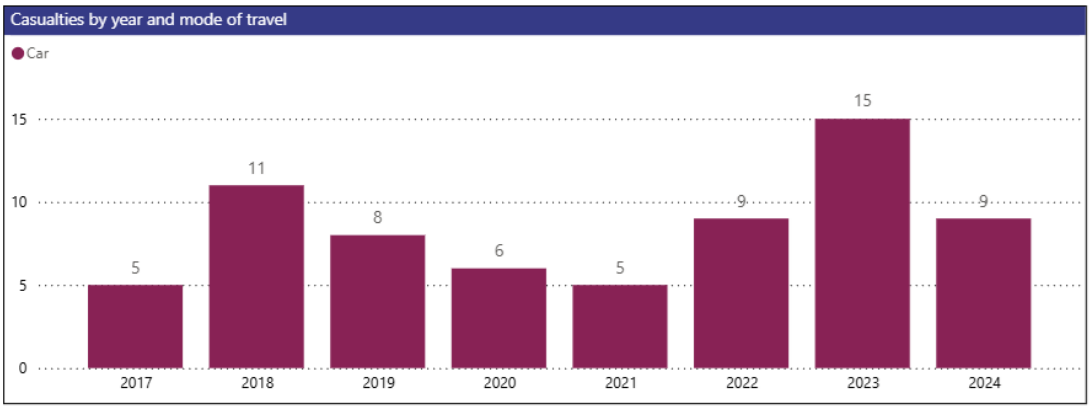
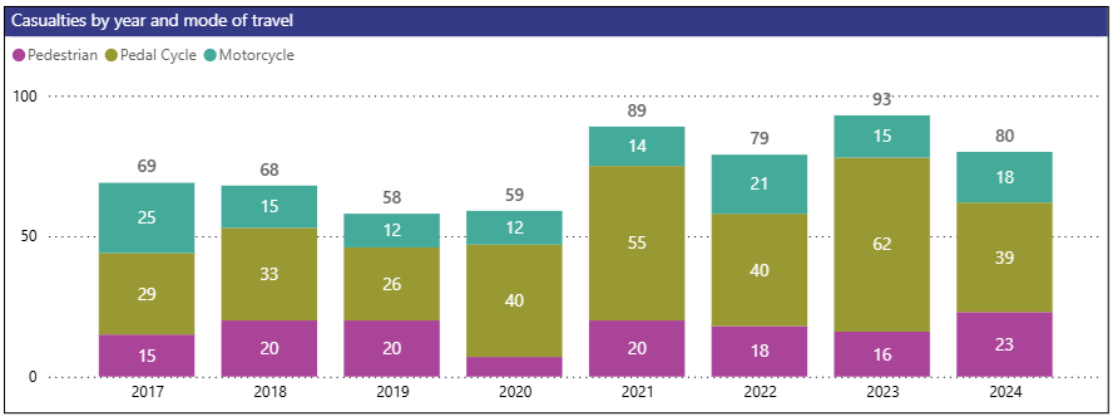


***Figure 5**. Pedestrian, Pedal Cycle and Motorcycle Casualties - Fatal and Serious (KSI), Richmond upon Thames, 2017 to 2024. Source TfL*



2. Roads in the Borough

The Council is not responsible for managing all roads within the borough. Roads carrying the highest traffic volumes fall under the remit of Transport for London (TfL). In addition, the roads, cycle paths and walking routes within Richmond Park are overseen by The Royal Parks, an independent charity reporting to the Department for Culture, Media and Sport.

Across the borough (excluding Richmond Park), there are approximately 244 miles of roads. Of these, 8 miles are managed by TfL, while 236 miles are managed by the Council. Most of the busiest strategic routes fall within TfL's responsibility, including major corridors such as the A316 (Chertsey Road/Lower Richmond Road) and the A205 South Circular (Upper Richmond Road).

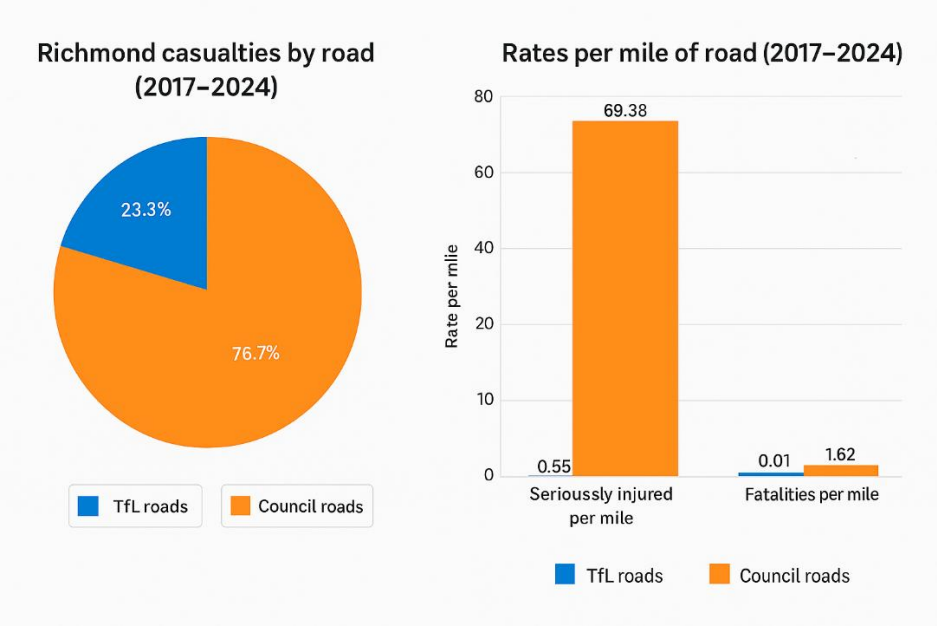
Of the 3,578 road casualties between 2017-2024 (Figure 6):

- 2,743, were classified under borough roads, including 555 seriously injured and 13 fatalities. It is important to note that casualties which occurred in Richmond Park (managed by Royal Parks) have incorrectly identified by TfL's dashboard as being under Council remit - this is likely to include 90 or more casualties.

- 835 were on TfL classified roads, including 130 seriously injured and 3 fatalities.

In reviewing data from 2017 to 2024, it is important to acknowledge that Richmond was at the lower end of casualty counts among all London authorities during this period—30th overall, just above Kingston and the City of London. When considering borough roads only, Richmond ranked 29th, and when considering TfL roads only, it ranked 22nd.

***Figure 6**. Road Responsibilities and KSI*



Data source: STATS19 (DfT) via the TfL Road Safety Dashboard (2017 to 2024).
Note:

1. On the TfL Dashboard, casualties in Richmond Park are classified under Council remit; however, it is important to note that The Royal Parks are responsible for the roads and pathways within the park grounds.
2. Mileage figures exclude Richmond Park.

3. Road Speed

The borough-wide 20 miles per hour (mph) speed limit was fully implemented by March 2020 by the Council on borough roads.[8] As a result, casualty patterns have shifted over time from 30 or 40 mph roads to 20 mph roads. However, some sections of TfL roads currently remain at 30 mph. These include sections of the A316 Great Chertsey Road, Upper Richmond Road (A205), and Richmond Hill (part of the A307).

[8] The objective of 20 mph roads is to create conditions whereby drivers choose to drive at no more than 20 mph thereby reducing the likelihood of collisions, and the severity of any that do occur.

- **Casualties on 20 mph-designed roads**: increased from 42 in 2017 to 301 in 2024. (Note: the number of 20 mph roads in the borough has increased, while many former 30 and 40 mph roads have been converted to 20 mph during the eight-year period.)

- **Casualties on 30 mph and 40 mph roads**: decreased from 471 in 2017 to 84 in 2024.

4. Geography

Fatal and Serious Casualties

- Fatalities (16 over eight years) are concentrated on key corridors and junctions, with clusters in the north of the borough.

- Serious injuries are more widely distributed but still focus on major roads including the Transport for London Road Network (TLRN).

- As the data covers 2017 to 2024, it showed higher-speed roads (30–40 mph), particularly the A316 and parts of the South Circular (A205), had disproportionately high rates of fatal collisions despite carrying less traffic.

Deprivation

- KSI rates are markedly higher in the borough's more deprived neighbourhoods (e.g. parts of Hampton, Whitton, Castelnau, and around Hanworth Road), consistent with London-wide patterns.

5. Risk Groups, Demographics and Behaviour

Road Vulnerability

A vulnerable road user is anyone on the road without the physical protection of a motor vehicle, placing them at higher risk of severe injury in a crash. This group includes pedestrians, cyclists, motorcyclists, e-scooter users, older adults, and individuals with disabilities. [9]

Data from 2024 highlights (Figure 7) vulnerable road users accounted for the greatest burden of casualties:

[9] "A Vulnerable Road User (VRU) definition by the Royal Society for the Prevention of Accidents

- Pedal cyclists: 34%
- Motorcyclists: 23%
- Pedestrians: 18%

The high proportion of pedal cyclist casualties reflects Richmond's status as one of outer London's most cycling-active boroughs but also indicates a lack of adequate safe infrastructure on many high-volume routes.

Trends over time *(*Figure 7*)*:

- Pedestrians: 16% (82) of all casualties in 2017 by 2024 it was18% (71).
- Pedal cyclists: 27% (139) in 2017 by 2024 it was 34% (130).
- Motorcyclists: 17% (75) in 2017 by 2024 it was 23% (87).

Demographics

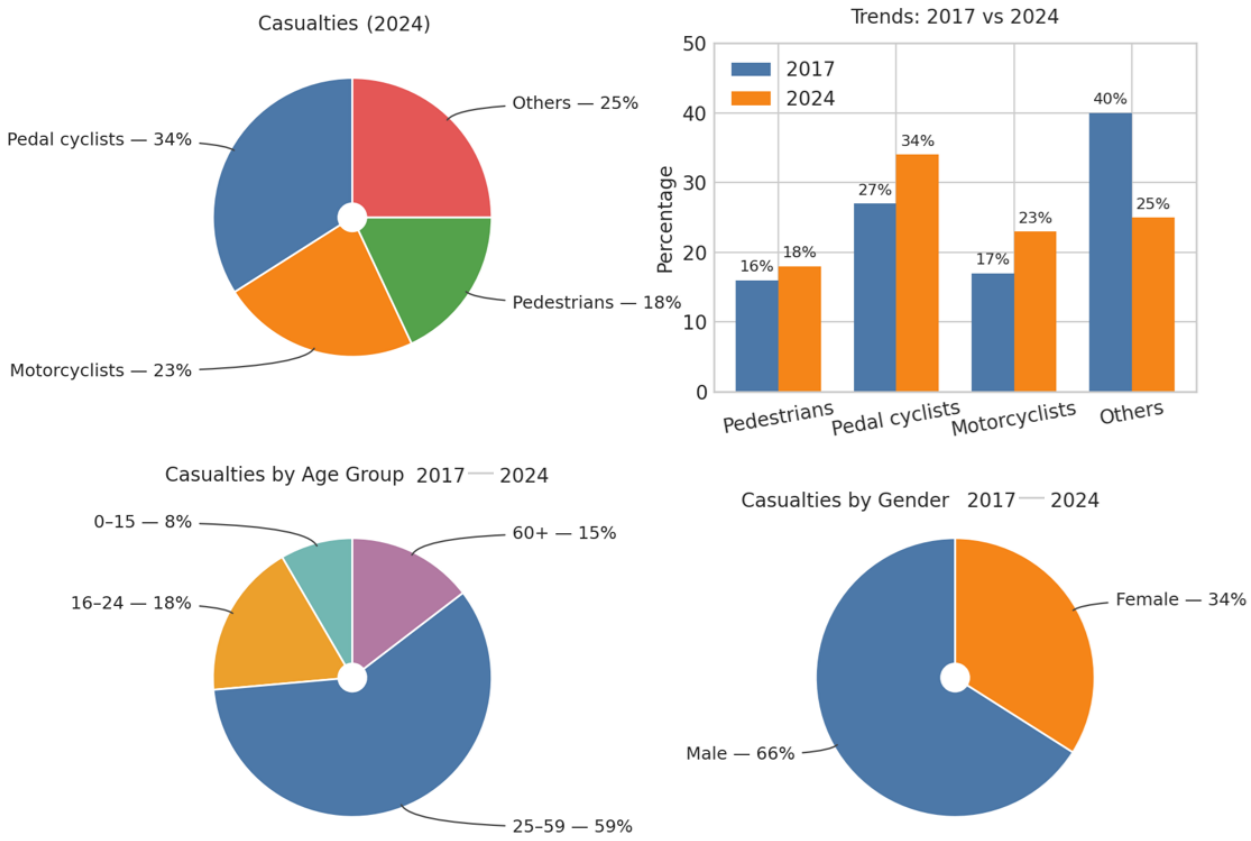
Casualties (2017 to 2024) were overwhelmingly:

- Male (66%, 2332) and aged 25–59 (1520).
- Older residents (60 plus) accounted for 13% (465) of casualties of which there were 4 fatalities.
- Children (0 to 15) made up 6% (217) all of those who were seriously injured, there were no fatalities in this age category.
- Both older residents and children showed lower absolute numbers but higher vulnerability when involved, especially as pedestrians.

Role of Behaviour

From police reports, the majority of collisions (3183) in Richmond were caused by ineffective observation by either the driver, rider or pedestrian (1,197 collisions or 38%). This was followed by drivers or riders travelling too fast for road conditions (328 collisions or 10%) and drivers or riders overshooting junctions or performing poor turns or manoeuvres (296 collisions or 9%).

***Figure 7**. Mode and Demographics Overview. STATS19, Richmond, 2017 to 2024*



6. Road Conditions

Road Maintenance

Well maintained roads are vital for road safety and for supporting active travel, including walking and cycling. However, funding shortfalls and inconsistent data have led to deterioration and a growing maintenance backlog nationwide including in London. Richmond's Highways Maintenance Report (June 2025) highlighted the Council's statutory duty under Section 41 of the Highways Act 1980 to keep roads safe. It also set out long-standing funding challenges, including widening gaps between asset needs and available budgets.

To reverse this trend, Richmond Council increased investment from £2.7 million to £7 million for 2025/26, focusing on preventative measures to reduce future costs, improve safety, and stabilise and improve road conditions. In total, a record £21 million package of works is set to be delivered across three years, enabling major upgrades to roads and pavements across the borough to improve infrastructure and safety. In addition, the Council will receive £1.2 million in additional funding from the DfT to invest in the 2026/27 financial year. Overall, more than 123,000 square metres of roads have been resurfaced in recent years.

7. Vision Zero

Targets

The Mayor of London's Transport Strategy highlights what is known as Vision Zero, a target to eliminate all deaths and serious injuries from the city's transport network by 2041 with baseline from 2010-2014 average figure. The Council highlights key focus areas for road safety as outlined in the borough Road Safety Plan produced in 2021.[10] Key priorities included lowering speed limits (with a focus on 20mph zones), improving junctions and crossings, promoting active travel, and addressing high-risk locations identified through collision data. It also highlighted education and engagement campaigns to change road user behaviour, alongside collaboration with Transport for London and local stakeholders. Road safety targets are embedded within the Council's statutory Local Implementation Plan (LIP), often referred to as the Borough Transport Strategy. The plan, produced in 2019, highlights similar strands of work to those set out in the Road Safety Plan.

Progress

Progress on Vision Zero is steady but challenging to meet the 2030 interim target. The London region missed its 2022 Vision Zero interim target, achieving a 38% reduction in KSI compared with the required 65%. Richmond was also off track: the borough would have needed KSI to fall to around 44 in 2022, declining further to 28 by 2030. Actual KSI figures, however, were 93 in 2022.

Vision Zero objectives are embedded in the LIP, but—consistent with all boroughs—these targets will be extremely challenging to achieve. This includes limiting KSI to 28 or fewer by 2030 and reaching zero KSI by 2041. Some of the challenges stem from the immense complexity of the road network, and the need to balance high-volume motor traffic with the rapid growth of active travel across London, including in Richmond.

[10] https://www.richmond.gov.uk/media/23905/richmond_road_safety_plan.pdf

8. Priorities

Achieving Vision Zero's ambition of eliminating deaths and serious injuries by 2041 will require, targeted interventions and investment. Richmond has laid solid foundations for safer, healthier streets but must maintain momentum and implement interventions to protect its growing numbers of people walking and cycling, and to minimise or eliminate preventable road death and serious injuries. Going forwards, it is important that the Council utilise momentum and drives progress on the following:

1. Build on the work that is already underway	• Delivery of infrastructure and urban realm improvements to support road safety for all; including targeted interventions delivered in high-risk areas to help achieve Vision Zero's ambitions in the borough. This includes building on proposals which have underpinned the LIP and Road Safety Strategy as well as Richmond Active Travel Strategy as well as various public realm improvements in recent years.
2. Build on the 20-mph borough status	• Balancing the benefits of being a 20 miles per hour (mph) borough with vigilance and need to remind people of continued risk of injuries and fatalities. These can still occur in 20 mph zones because no road safety measure can eliminate all risk. • Continue to link the concept of healthy streets and healthy neighbourhoods by communicating the benefits of being a 20-mph borough including for walking and cycling. • Support active travel by building on the borough Active Travel Strategy and advancement of 20-minute neighbourhoods so people understand how the Council is building the blocks for a healthy and safe borough. • Speed management, reinforced by street design. speed limits are most effective when reinforced by street design, as the physical characteristics of a street strongly influence driver behaviour according to studies. • Proposed road improvements in areas with high levels of elderly and those with disabilities should automatically consider disability and dementia friendly design with input from disability groups.

	• Consider how road infrastructure design could support future driver-assistance technologies and the increasing use of autonomous vehicles.
3. Targets communications and awareness raising	• To communicate with residents more holistically using language and materials that is accessible for all under a road danger reduction approach including engagement of at-risk road users and communities. • Awareness raising is needed in terms of road behaviour and risk, for drivers, cyclists, motorcyclists, especially in context of males aged 25 to 59 years of age within the borough. • Targeted awareness raising, for pedestrians aged 60 plus especially in context of busy roads and junctions as well as at bus stops. Richmond in the 2021 census had over 21% of its population who were 60 plus of age. It is important that they continue to be active as long as possible, this includes walking. Elderly pedestrians face higher risks due to age-related declines in vision, hearing, and mobility, making them more vulnerable when using the roads. • Engage deprived communities in the borough near busy roads in relation to tackling the inequalities of road danger, people in such areas are likely to be at much higher risk of being injured. • Highlight and communicate changes to the Highway Code, including updates to the Hierarchy of Road Users that strengthen priority for pedestrians and cyclists.
4. Collaboration	• Need for continued collaboration with TfL, Royal Parks and the Police as well as neighbouring boroughs. Although TfL have their own road safety plan across their network in the capital, it is important that there is joint effort to address priorities. Similarly in context of Richmond Park, continued engagement work is required with the Royal Parks to address raising levels of casualties within the park. The issue of speeding is still prevalent, enforcement action sits with the Police, so it is critical that there are joint efforts to address issues, including resourcing.

9. New National Road Safety Strategy

Since the completion of the Road Safety Review for Richmond by Public Health, the Department for Transport launched the first national Road Safety Strategy in 15 years in January 2026. It sets targets to reduce deaths and serious injuries (KSIs) by 65% by 2035, and by 70% for children under 16, based on the 2022–2024 baseline.

The strategy adopts a Vision Zero (Safe Systems) approach, focusing on prevention through safer road design, improved technology, stronger enforcement, and better protection for vulnerable road users. Key reforms include mandatory eyesight tests for older drivers, lower drink-drive limits, and enhanced training for new drivers.

The strategy prioritises safer infrastructure, improved use of collision and hospital data, safer vehicles—including the use of advanced driver assistance systems—and strengthened enforcement in relation to speeding. A new Road Safety Board will oversee delivery, with plans to establish a Road Safety Investigation Branch to support learning from incidents. It also highlights the need for updated national guidance on the development and delivery of road safety education, training, and publicity, as well as the continued need to encourage safer road user behaviours via THINK!, the UK Government's designated road safety campaign established in 2000.

With £24 billion allocated for road maintenance and improvements between 2026 and 2030, infrastructure investment forms a key pillar of the strategy. Updated guidance on setting speed limits and revisions to the Manual for Streets will help local authorities design roads that prioritise vulnerable users such as pedestrians and cyclists. The impact of these changes on Richmond should be assessed in future years.

Additional Background Information Section

1. Purpose and Scope of the Review Brief

This brief has been developed to provide an overview of road safety in Richmond upon Thames by synthesising the evidence, trends, and implications. The review adopts a public health perspective, recognising road safety as a major determinant of physical, mental, and social wellbeing.

Scope of analysis

✓ Analysis of STATS19 collision and casualty data (2017–2024)
✓ Examination of fatalities and serious injuries (KSI)
✓ Contextual comparison with London-wide and national trends
✓ Consideration of road network characteristics, traffic volume, and speed limits
✓ Exploration of demographic, geographic, and deprivation-related risk factors

This brief explicitly acknowledges limitations in collision data, particularly under-reporting of slight injuries and the lack of detailed demographic indicators such as disability status or ethnicity.

2. Road Safety as a Public Health Issue

Road traffic collisions are a significant and preventable cause of death, serious injury, and long-term trauma. Their impacts extend beyond immediate physical harm, often resulting in chronic health conditions, disability, psychological distress, reduced mobility, and social exclusion. From a public health standpoint, road safety directly influences life expectancy, healthy life years, and inequalities between communities.

Road safety within the modern public health framework, has moved beyond individual behaviour to consider systemic risk factors. It builds on the traditional approach adopted by transport and highway engineers with regards to the traditional 3 E's, historically, road safety relied on:

- Engineering (safer infrastructure and vehicles)
- Education (driver training and public campaigns), and
- Enforcement (policing road rules).

While the 3 E's are still relevant, the Safe System approach has become more prominent in terms of both transport and public health approaches. The approach recognises that human error is inevitable and that the transport system must be designed to prevent such errors from resulting in death or serious injury. Key components of the Safe System include:

✓ Safe Road design and infrastructure
✓ Safe speeds
✓ Safe vehicles
✓ Safe Road user behaviour
✓ Effective post-collision response

Vision Zero, embedded within the Mayor of London's Transport Strategy, encompasses the Safe System approach. It aims to eliminate all road deaths and serious injuries in London by 2041, with interim reduction targets set for 2022 and 2030.

The Public Health Outcomes Framework (PHOF) provides a national mechanism for benchmarking local public health outcomes (Figure 8). Indicator B10 (killed or seriously injured casualties per billion vehicle miles) places Richmond in a 'red' category. The count was 94, or 185.1 per 1 billion vehicle miles travelled - higher than England's crude rate of 89.8 and the London average of 184.1. It is important to note however that this indicator offers only a crude comparison. It does not adequately reflect differences in road network composition, commuter through traffic, layout of the network or management especially between boroughs and TfL, as well as other entities such as the Royal Parks who manage Richmond Park for instance.

Figure 8. *Public Health Outcomes Framework (PHOF):*
B10 – Killed and seriously injured casualties on England's roads. Crude rate – per billion vehicle miles

Area	Recent Trend	Count	Value	95% Lower CI	95% Upper CI
England	–	26,050	89.8*	-	-
London region (statistical)	–	3,705	184.1*	-	-
City of London	→	55	744.7*	559.1	966.1
Westminster	→	239	527.3	462.5	598.5
Southwark	→	220	511.4	446.0	583.6
Islington	→	102	452.9	369.3	549.8
Hackney	→	117	427.0	353.1	511.8
Kensington and Chelsea	↑	130	420.0	350.9	498.8
Lambeth	→	180	397.5	341.6	460.0
Hammersmith and Fulham	→	110	365.2	300.1	440.2
Camden	→	100	360.0	292.9	437.8
Wandsworth	→	163	356.4	303.8	415.6
Haringey	→	100	311.1	253.1	378.4
Lewisham	→	133	296.8	248.5	351.8
Tower Hamlets	→	152	292.3	247.6	342.6
Merton	→	80	197.8	156.9	246.2
Brent	→	114	189.8	156.5	227.9
Ealing	→	146	185.2	156.4	217.8
Richmond upon Thames	→	94	185.1	149.6	226.5
Croydon	→	155	183.7	155.9	215.0
Newham	→	107	179.6	147.2	217.1
Greenwich	→	117	155.0	128.2	185.8
Harrow	→	59	145.1	110.5	187.2
Sutton	→	66	142.9	110.5	181.8
Waltham Forest	→	70	140.4	109.5	177.5
Bexley	→	79	127.2	100.7	158.5
Hounslow	→	128	124.3	103.7	147.8
Barking and Dagenham	→	50	121.6	90.2	160.3
Redbridge	→	82	114.1	90.7	141.6
Barnet	→	112	106.4	87.7	128.1
Enfield	→	118	106.3	88.0	127.3
Kingston upon Thames	→	63	105.6	81.2	135.2
Bromley	→	84	94.2	75.2	116.7
Havering	→	98	86.7	70.4	105.7
Hillingdon	→	81	55.3	43.9	68.7

Source: OHID, based on Department for Transport data

3. Road Network and Traffic Context

Richmond upon Thames is a suburban borough covering 22.17 square miles with 244 miles of public highway (Figure 9), including 8 miles of TfL-managed strategic roads (including A316 and A205). The River Thames divides the borough, creating congestion at bridge choke points. Walking is the dominant travel mode, followed by cars and motorcycles. While core areas such as Richmond and Twickenham town centres have high public transport accessibility, western parts of the borough are less well served. Richmond has the highest cycling levels in Outer London, concentrated on routes linking Teddington, Twickenham, and Richmond town centres.

Richmond became part of the Ultra Low Emission Zone (ULEZ) in August 2023 when it expanded across all London boroughs; every road within Richmond is covered. While Council also adopted a 20-mph limit on all borough roads in 2020. In terms of traffic volume, 508 million vehicle miles were travelled in 2024 in the borough—below 2018 levels but higher than pandemic lows (Figure 10). Cycling has also been steadily increasing especially on local A-roads and riverside routes; several roads now see over 2,000 cycles per day.

Figure 9. *Road Network Richmond*

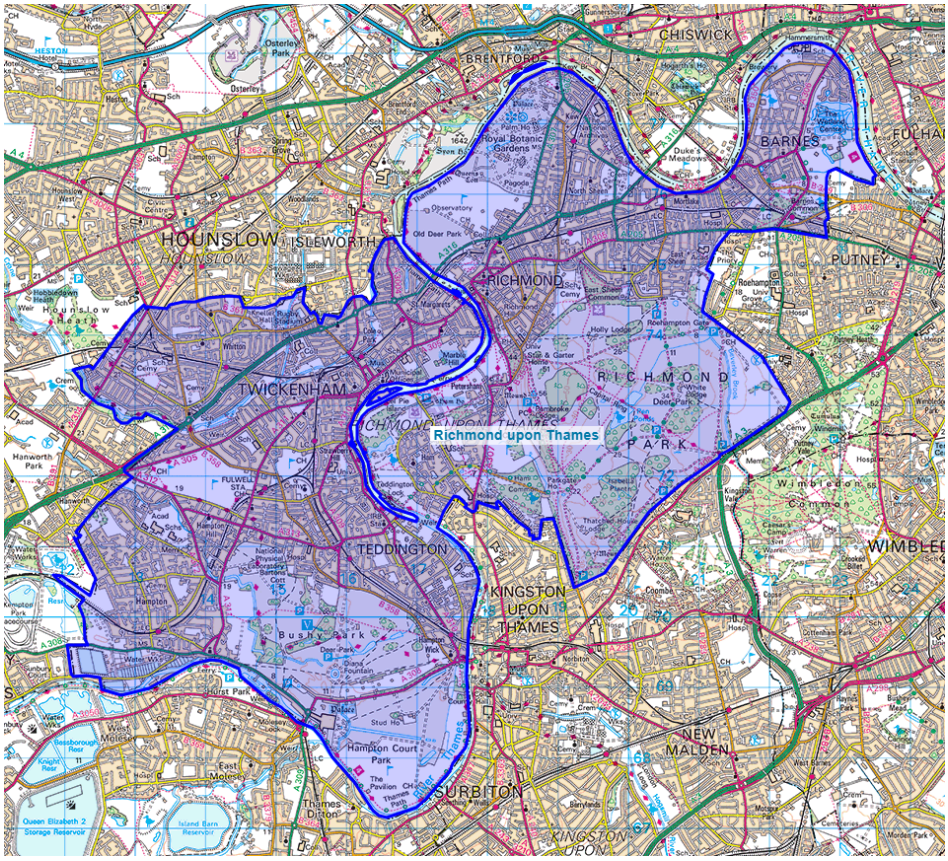
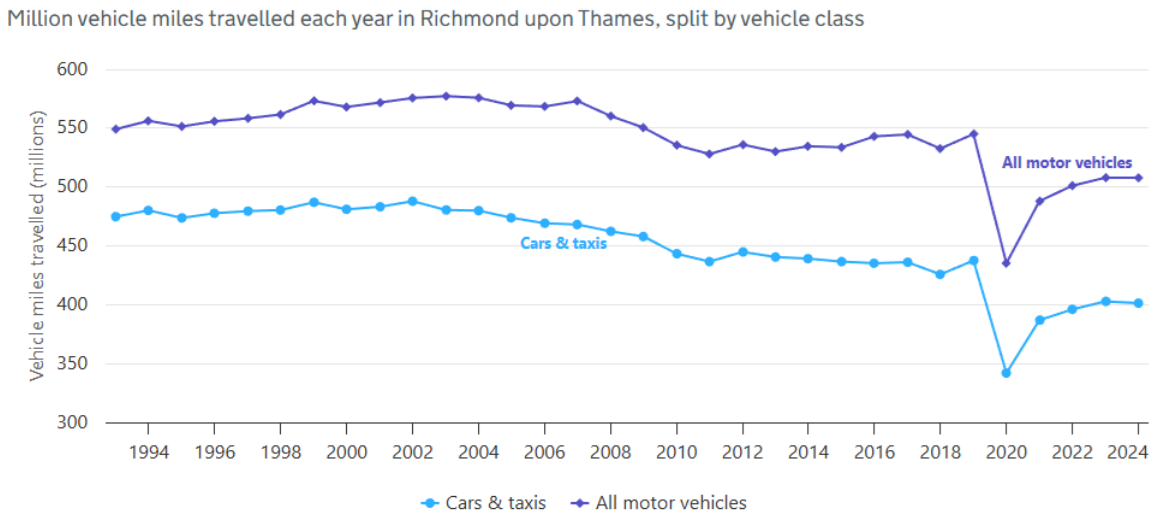
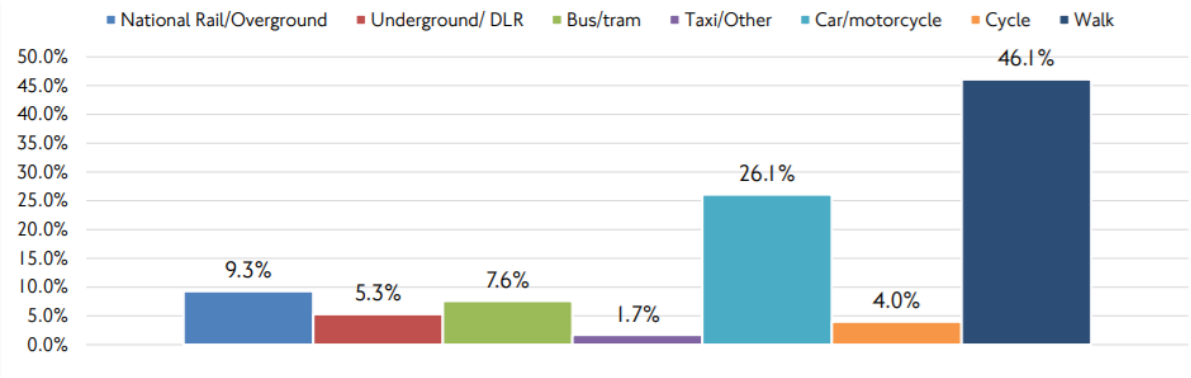


Figure 10. *Annual Road traffic by vehicle class (1993 to 2024) vehicle miles Richmond*



The predominant mode of travel in Richmond is walking (Figure 11) followed by cars/motorcycles; public transport (trains, buses) ranks lower (TfL, London Travel Demand Survey data).

Figure 11. *Richmond: % trips per day mode share by borough of residence (2022/23)*

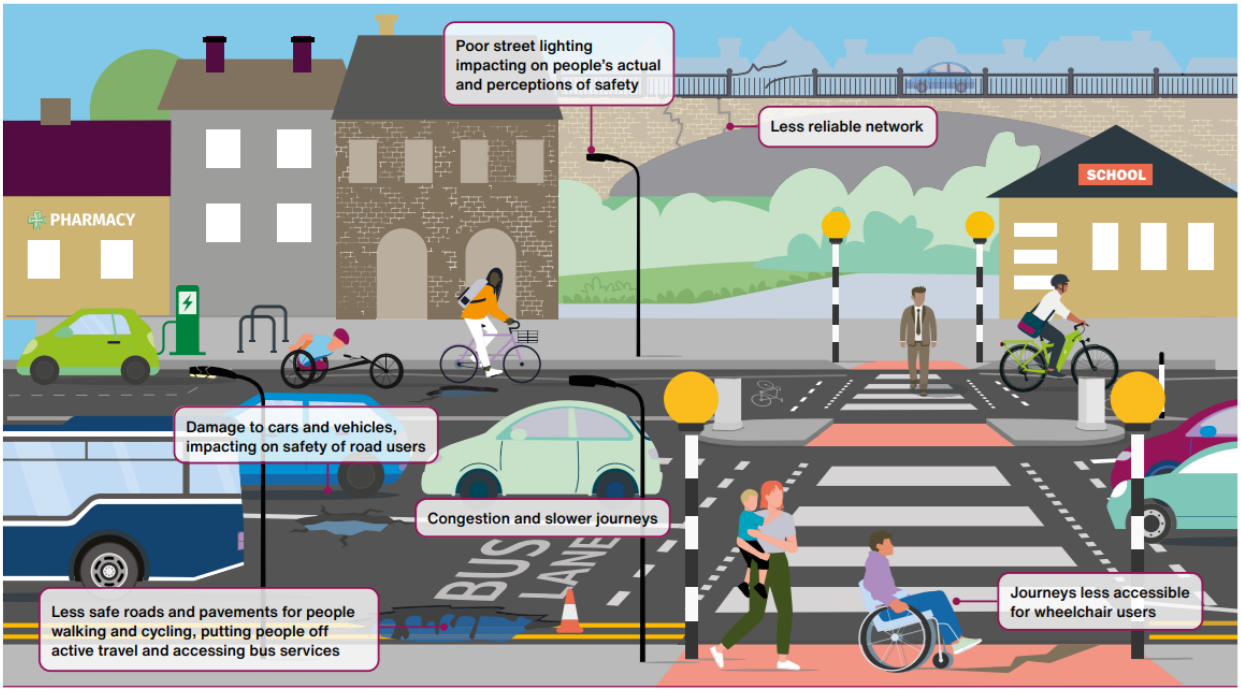


Road Condition and Maintenance

The condition of roads affects the likelihood of collisions, though this varies considerably across London. Figure 12 below illustrates some of the impacts of poorly maintained roads on people and communities.

The Department for Transport (DfT) states that poorly maintained local roads and associated infrastructure can endanger users, lead to congestion and longer journeys, and discourage active travel such as cycling or walking. Well-maintained local roads are considered vital for both the economy and the social well-being of communities.

Figure 12. *Illustrative impacts of poorly maintained local road. Source: NAO and DfT*



Road condition varies across London, with Richmond showing a mixed picture on A-roads and limited data for B and C roads. Nationally, underinvestment in local road maintenance has created a growing backlog, affecting safety, reliability, and active travel uptake. Richmond has increased its highways maintenance budget for 2025/26 from £2.7 million to £7 million, aiming to shift from reactive repairs to preventative maintenance. In total, a record £21 million package of works is set to be delivered across three years, enabling major upgrades to roads and pavements across the borough to improve infrastructure and safety. In addition, the Council will receive £1.2 million in additional funding from the DfT to invest in the 2026/27 financial year. However, over the long-term funding constraints and the high cost of maintaining principal roads remain significant challenges.

4. Risk Factors and Vulnerability

Road traffic casualties are influenced by a complex interaction of factors related to the driver's or pedestrian's behaviour and physical condition, vehicle characteristics, road and weather conditions as well as road design according to the likes of Department of Transport. This section focuses on three elements in terms of vulnerability, firstly those are the most vulnerable on the roads, second demographics, third role of speed and the first behaviour.

Vulnerability

Those that are most vulnerable are road users are those who have less protection than vehicles which have crash protection, these include pedestrians, cyclists, motorcyclists.

- The Highway Code (2022) introduced a hierarchy of road users, placing greatest responsibility on those operating vehicles that can cause most harm. Key changes include giving pedestrians priority when crossing at junctions, requiring drivers to yield to cyclists at junctions, and enforcing safer overtaking distances.
- In 2024, 81% of KSIs in England involved walking, cycling, or motorcycling.
- Under-reporting is common, especially for cyclists and slight injuries.

Age, Deprivation, Ethnicity and Disability

Systemic road safety inequalities based on age and deprivation highlight higher casualty rates, in context of disability there is a lack of data to determine level of risk.

- Older adults (aged 60 plus) are more vulnerable due to declines in vision, hearing, and decision-making.[11]
- Deprivation and ethnicity strongly correlate with casualty risk:
    - Most deprived areas in London have double KSI rates vs least deprived (London, TfL data).
    - Ethnic minorities are 25% more likely to be pedestrian casualties in London (London, TfL data).
- Ethnic minority pedestrians in poor communities for instance are 25% more likely to be casualties than white pedestrians.[12] This is likely linked to higher walking rates and lower car ownership among deprived and minority groups.

Lack of disability data in STATS19 limits detailed analysis and research, however some limited data suggest that disabled pedestrians face five times higher injury risk than non-disabled (from DfT based on National Travel Survey data). People with disabilities can face barriers such as shared spaces and gates that can restrict safe travel. It is important to note that the Equality Act 2010 requires reasonable adjustments for accessibility. Data from the National Travel Survey suggest that disabled people travel less and rely more on buses/taxis with walking and cycling often less viable alternative.

Speed and Road Safety

Higher vehicle speeds significantly increase the risk of death or life-changing injuries for pedestrians and cyclists in particular. A person struck by a vehicle at 30 mph is approximately five times more likely to be killed than if hit at 20 mph. [13]

[11] Road design measures may include longer signal timings, clear signage, age-friendly layouts.
[12] https://www.livingstreets.org.uk/policy-reports-and-research/walking-and-inequality/
[13] The data originates from the UK Department of Transport and related studies, including those cited in a 1998 British Medical Journal editorial on reducing urban speed limits to 20 mph to cut child pedestrian deaths and injuries

- Inappropriate speed for road conditions is a major contributor to collisions and severity.
- The United Nationals (UN) and the UK's Royal Society for the Prevention of Accidents (RoSPA) recommend 20 mph limits in urban areas with high pedestrian/cyclist activity.

Behaviour

According to the DfT, in the UK, human behaviour is a primary cause of road casualties, with speed, distraction (e.g. mobile phones), impairment (alcohol/drugs), and inexperience being major factors, especially for young drivers, leading to thousands of serious injuries and fatalities annually, despite overall casualty numbers fluctuating slightly. Data from 2024 showed behaviour/inexperience as a factor in over half (52%) of fatal collisions, alongside speed (59%) as the biggest single factor. [14]

5. Trends and Casualty Data

National

UK road casualty rates have been in long-term decline since the mid-1960s, a trend that continued into 2024 and 2025 despite increasing traffic volume. For the year ending June 2025, fatalities fell by approximately 3% compared to the previous year. This long-term decline is due to a number of reasons, mainly vehicle safety, better road infrastructure, legislation (e.g. seat belt laws), behaviour change (drink driving deterrents) as well as speed enforcement.

London Context

Road casualties have fallen over the past decade, but serious injuries remain stubbornly high, particularly for pedestrians, cyclists and motorcyclists.

- In 2024, London recorded 20,989 collisions, resulting in 110 fatalities, 3,597 serious injuries, and 20,312 slight injuries.
- Fatalities rose 16% from 2023 but remain 19% below the 2010–14 baseline.
- Overall injuries decreased 8% year-on-year.

Vision Zero

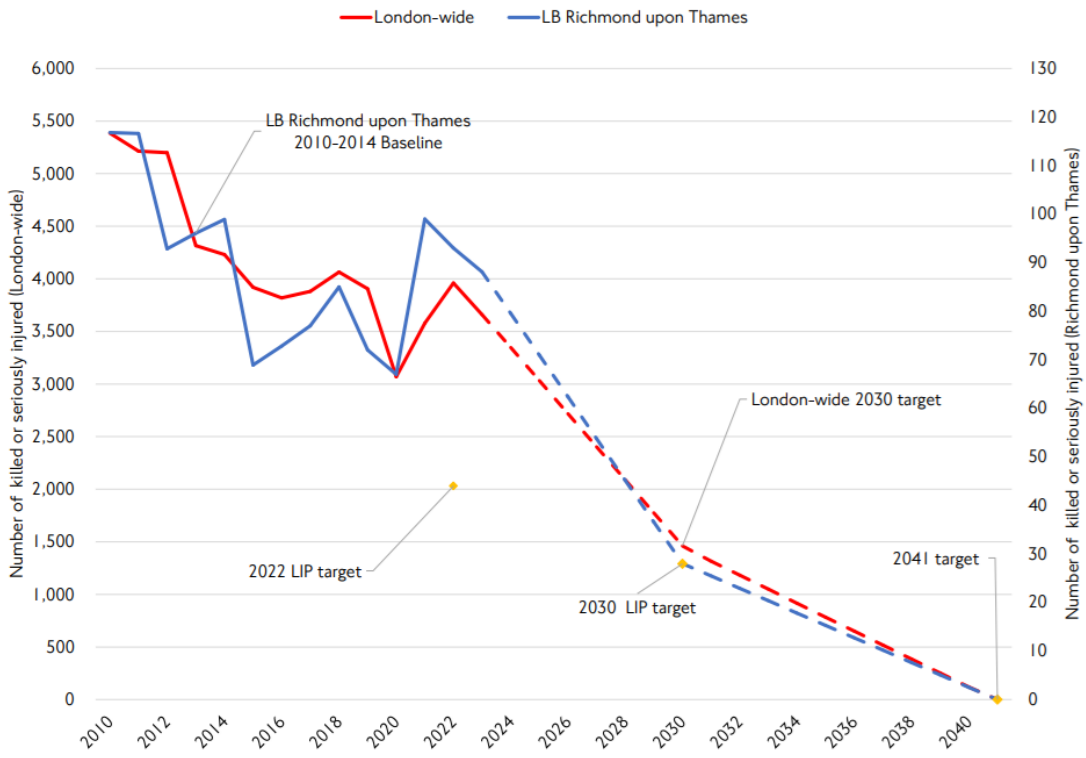
Vision Zero is London's long-term strategy (under the Mayor of London's Transport Strategy for the region) to eliminate all deaths and serious injuries on the transport network by 2041 based on 2010-2014 average figures. It is built around five pillars: creating safer streets, reducing speeds, improving vehicle safety, encouraging safer behaviours, and strengthening post-collision response.

[14] https://www.gov.uk/transport/road-accidents-and-serious-accidents

Progress has been mixed. The 2022 interim target of a 65% reduction in KSIs (from 2005-2009 baseline) was missed for London, with only a 38% reduction achieved, and the 2030 target is unlikely to be met without accelerated action. Richmond was also off tract, it required 2022 KSI figures to be around 44 in 2022 and 28 by 2030. Actual KSI figures were 93 in 2022. Vision Zero objectives are embedded in the LIP, though in common with all boroughs this will be extremely challenging to achieve, this includes limiting KSI to 28 or less in 2030 and have zero KSI by 2041.

The only major mode to achieve the target decline so far has been car occupants in terms of casualties, while those walking and cycling continue to make up an increasing share of serious and fatal casualties. Note that TfL is currently in the process of updating its Vision Zero strategy. Figure 13 below shows Richmond target compared to London, the trend data from 2024 (dotted lines) is estimated trend.

Figure 13. *Richmond: Number of People Killed or Seriously Injured in Road Collision, Source: TfL*



Borough Context

<u>Casualty Reduction</u>

Overall road casualties decreased by 25% (from 513 in 2017 to 385 in 2024), indicating positive progress in road safety (see Figures 1 and 14).

Comparative Ranking (STATS19, 2017 to 2024)

Richmond ranks:

- 30th for overall casualties among local authorities,
- 24th on TfL roads
- 19th on borough roads—highlighting relatively higher risk on TfL-managed routes.

Collision Profile

- 3,183 collisions resulted in 3,578 casualties, including 16 fatalities (0.45%), 685 serious injuries (19%), and 2,877 slight injuries (80%).
- Pedal cycles account for the highest casualties, followed by cars and motorcycles; Richmond Park alone contributes 27% of cycle casualties.

Demographics

Casualties are predominantly male (63%), with most aged 25–59; children under 15 represent 6%, and older adults (60+) 13%.

Temporal Trends

Collisions peak during weekday commuting hours and remain high throughout the day; Saturdays show elevated casualty levels, reflecting leisure travel patterns.

Contributory Factors to Collisions

- Ineffective observation is the leading cause (1,196 collisions), followed by excessive speed (328), poor manoeuvres (295), and aggressive driving (276)—indicating behavioural issues as key risks.

Fatalities and Serious Injuries

- Fatalities: 81% occurred on borough roads; modes include 7 pedestrians, 4 motorcyclists, 1 cyclist. Majority aged 25–59 (62.5%); 25% aged 60+.
- Serious injuries: Highest among cyclists (322), then pedestrians (133) and motorcyclists (128)—underscoring vulnerability of active travel users.

Speed Limit Context (2017-24)

- Casualties by road type:
- 20 mph (43%: 8 fatalities, 342 serious injuries)
- 30 mph (50%: 6 fatalities, 310 serious injuries)
- 40 mph (7%: 2 fatalities, 32 serious injuries)

Locality

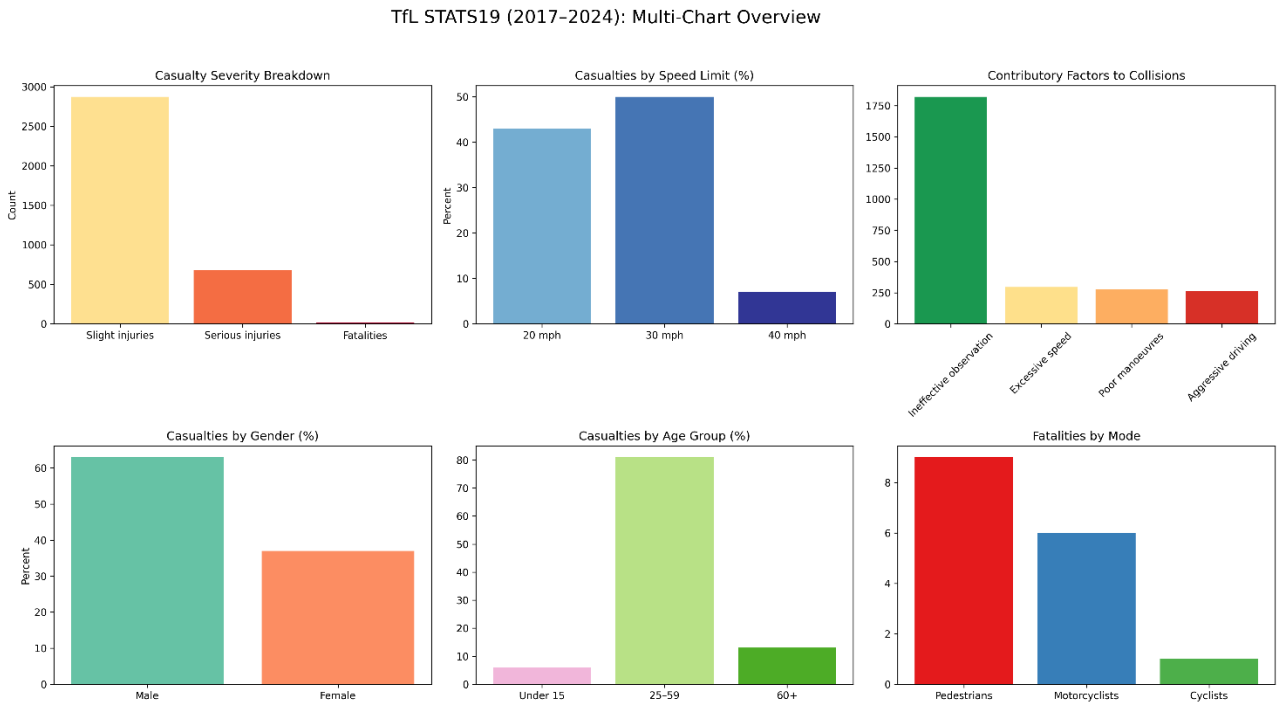
Fatalities cluster near major junctions (Kew Rd, Twickenham Rd, St Margarets Rd).

Key Insights

The data shows that Richmond has made progress in road safety, with casualties falling by about 25% since 2017, but risks remain concentrated among vulnerable road users and certain locations. Cyclists account for the highest number of serious injuries, particularly in Richmond Park, while pedestrians and motorcyclists also feature prominently in fatalities. Most casualties occur on borough roads, and despite widespread 20 mph limits, these roads still account for a significant share of serious injuries and fatalities.

Behavioral factors—especially poor observation and excessive speed—are leading contributors, and collisions peak during commuting hours and leisure periods. Fatalities cluster near major junctions, highlighting the need for targeted interventions at high-risk sites and continued focus on speed compliance and protection for active travel users.

Figure 14. *Casualties and Collisions, Richmond, STATS19, Source: TfL*



Deprivation

TfL's "Inequalities in Road Danger" in London report shows a strong link between deprivation and casualty rates:

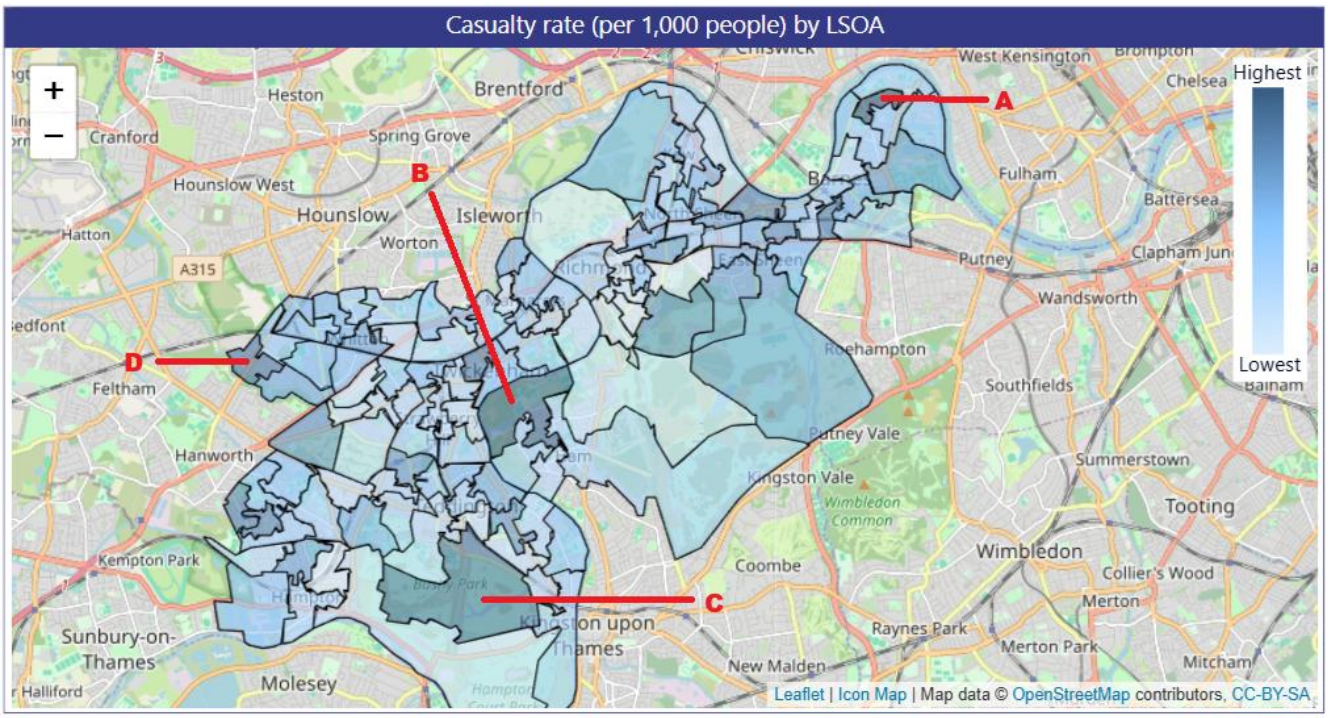
- Most deprived 30% of areas have two times higher KSI rates per km of road than least deprived areas.
- Men have double the fatal/serious injury rate compared to women in deprived areas.
- Young adults (16–30) have the highest KSI rates; next highest is 31–59 age group.
- Vulnerable modes (motorcycling, cycling, walking) account for 80% of KSIs.

In Richmond, KSI rates in the most deprived areas (30% most deprived) fell from 3.06 per 1,000 per population to 0.61 (2022-2024). The top four areas covering the period 2022 to 2024 include (Figure 15):

- Area behind Lonsdale Road between St Pauls School and Lowther Primary, casualty rate of 5.99 per 1,000 people by LSOA - Location A
- Woodville Road area, from Riverside Drive to Cleves Road, casualty rate of 5.63 per 1,000 - Location B

- Area encompassing Queen's Road, Park Road and Sandy Lane to Teddington Station, casualty rate of 5.21 per 1,000 - Location C
- 4. Hanworth Road area, encompassing Carfax Close, Curtis Roada, Lyndhurst Avenue and Waverley Avenue, casualty rate of 5.11 per 1,000 - Location D

Figure 15. *Deprivation areas and Casualties, 2022 to 2024), STATS19, Source: TfL*



People with Disabilities and the Elderly

Both people with disabilities and the elderly face a higher risk of road injury and fatalities, particularly as pedestrians or cyclists, and disproportionately suffer more severe consequences when involved in a collision due to their vulnerability. It is important that relevant road safety measures are considered when changes are made in or near places with a higher proportion of elderly or disabled residents.

Within Richmond, based on the 2021 Census, there are high concentrations of disabled residents (as identified under the Equality Act) in:

- Nursery Lands and Hampton North (15.7%)
- Whitton (14.1%)
- Richmond Park, Sheen Gate, and Petersham (11.4%)

According to the 2021 Census, Richmond had over 21% of its population aged 60 and above. Within the borough they are concentrated in:

- East Sheen (19.8%)
- Hampton (19.6%)
- Kew Gardens (18.6%)
- North Barnes (18.6%)

6. Council Approach to Road Safety

Richmond Council has taken major steps towards improving road safety over the last five years, building on the Road Safety Plan, the LIP as well as Active Travel Strategy including:

- The introduction of lower 20 mph speed limits on 99% of borough roads, supported by engineering measures to ensure compliance.
- Safety schemes in various stages of development on Hanworth Road, Hampton Court Road, Kingston Bridge roundabout, and Sheen Road.
- Completion of segregated cycle schemes on Kew Road, Strawberry Vale, and Castelnau, with additional routes in development on Hospital Bridge Road, Manor Road/Ferry Road, and Staines Road.
- The introduction of 19 School Streets with additional engineering measures to improve safety around schools and support schools through the Travel for Life programme.
- Continued offering of free cycle training for those who live and work in the borough, along with pedestrian safety training for school children.

TfL has prioritised high-risk sites based on collision data it collects and shares, focusing in recent years on:

- Infrastructure improvements, including upgrades to the A316 London Road roundabout with traffic signal enhancements. Other works include enhancements to the C40 cycle route, turning into TfL's A316 scheme with cycle-friendly humps and parking controls.
- Speed management, lowering speeds to 20 mph on the A205 Upper Richmond Road through East Sheen and implementing community schemes, as well as enforcement on red route roads and deployment of speed indicator devices.
- TfL campaigns such as "Stay Safe on London's Roads" for drivers and cyclists, adopted locally.

<u>Public Engagement and Priorities</u>
As part of developing the Richmond Transport Strategy 2040, the Council undertook extensive engagement in 2025, including a web-based consultation that attracted 516 responses. Feedback revealed that residents want greater emphasis on trains and buses (though these fall outside the Council's remit), followed by improvements in cycling infrastructure, pavements, pedestrian conditions, congestion management, and safety. Mapping exercises highlighted dissatisfaction with safety, driver behaviour, cycling conditions, congestion, and pedestrian environments, reinforcing the need for road safety to remain central to the new strategy.

<u>Road Safety Context</u>
Road collisions in Richmond continue to pose a significant public health challenge, despite a 25%

reduction in overall casualties since 2017. Vulnerable road users—particularly cyclists—remain disproportionately affected, reflecting the borough's active travel growth without adequate protective measures. While the introduction of 20 mph limits in 2020 has reduced car occupant injuries, pedestrian, cyclist, and motorcyclist casualties remain high, indicating that speed reduction alone is insufficient.

High-Risk Locations and Interventions

Fatal and serious injury collisions are concentrated on major corridors and junctions, including the A316, South Circular (A205), Hanworth Road, and Kew Road. These hotspots underline the need for targeted, evidence-led interventions such as improved junction protection. The Council has commissioned a detailed review of five-year collision data to identify mass-action measures and continues to engage with the Royal Parks to address cycle and pedestrian casualties in Richmond Park.

Strategic Direction and Challenges

Richmond's Killed and Seriously Injured (KSI) rate per billion vehicle miles remains above the national average, and progress toward Vision Zero targets has been slower than required, particularly for walking and cycling. Achieving the goal of eliminating deaths and serious injuries by 2041 will require accelerated action and sustained investment.

Glossary of Terms

This glossary defines key terms, acronyms, and concepts used in the "Road Safety in Richmond: Public Health Review" report. Definitions are derived from the document's context and standard UK road safety terminology. Entries are listed alphabetically.

3 Es
A traditional road safety framework comprising *Engineering* (safer infrastructure and vehicles), *Education* (training and awareness campaigns), and *Enforcement* (policing and compliance). Increasingly complemented by public health and Safe System approaches.

AADF (Annual Average Daily Flow)
A Department for Transport (DfT) measure of average daily traffic volume at specific count points. Used to assess vehicle use on major roads.

Active Travel
Walking, cycling, wheeling, or scooting as modes of transport. Promoted to reduce emissions, improve health and reduce road danger.

Borough Principal Road Network (BPRN)
A-category roads managed by London boroughs, often serving buses, higher traffic volumes and major junctions. TfL may fund maintenance.

Casualty
A person injured or killed in a road traffic collision. Classified as:

- *Fatality*: death within 30 days of a collision
- *Serious injury*: e.g. fractures, hospitalisation
- *Slight injury*: minor injuries such as sprains or cuts

Collision
A road traffic incident involving at least one moving vehicle that results in injury, as recorded in STATS19 data.

Deprivation
A measure of socio-economic disadvantage, often based on the Index of Multiple Deprivation (IMD). More deprived areas typically experience higher road casualty rates.

DfT (Department for Transport)
UK government department responsible for national transport policy, including publication and oversight of STATS19 collision data.

Fatality
A road user who dies as a result of a road traffic collision within 30 days.

Healthy Streets Approach / Scorecard
A framework for designing people-focused streets. The Scorecard compares boroughs on key metrics such as 20 mph coverage, cycle lanes, and casualty statistics.

HGV (Heavy Goods Vehicle)
Large goods vehicles (lorries) often associated with increased risk for vulnerable road users due to size and visibility limitations.

KSI (Killed or Seriously Injured)
A key road safety measure combining fatalities and serious injuries. Used to benchmark Vision Zero progress.

LEZ (Low Emission Zone)
An established emissions charging zone in London targeting older polluting vehicles to improve air quality.

LSOA (Lower Layer Super Output Area)
Small census-based geographic units used for detailed socio-demographic analysis (approx. 1,500 population per area).

MTS (Mayor's Transport Strategy)
London's statutory transport strategy setting objectives around safety, sustainability, congestion and Vision Zero.

NAO (National Audit Office)
Parliamentary body responsible for auditing UK public sector organisations, including assessments of road and infrastructure maintenance.

NTS (National Travel Survey)
A national survey capturing self-reported travel behaviours and injuries. Often reveals higher injury rates than police-recorded statistics.

Pedal Cyclist
A person riding a standard or electrically assisted bicycle (but not powered motorbikes or scooters).

PHOF (Public Health Outcomes Framework)
A national framework monitoring key public health indicators. Indicator B10 assesses KSI casualties per billion vehicle miles.

Red Routes
London's major strategic roads managed by Transport for London (TfL). Stopping is restricted to keep traffic flowing.

Road User
Anyone using a road, including drivers, passengers, pedestrians, cyclists, motorcyclists, and mobility aid users.

Serious Injury
Injuries that require hospital treatment or have lasting impacts (e.g., fractures, internal injuries, severe lacerations).

Slight Injury
Minor injuries not requiring extensive medical care, such as cuts, bruises or minor shock. Often under-reported.

STATS19
The UK's official police-reported dataset of personal injury road traffic collisions. Includes detailed information on location, time, vehicles, and casualty characteristics.

TfL (Transport for London)
Organisation responsible for London's transport systems, including Red Routes, public transport, and road safety initiatives such as Vision Zero.

TLRN (Transport for London Road Network)
London's strategic road network, commonly referred to as Red Routes.

ULEZ (Ultra Low Emission Zone)
A 24/7 charging zone for vehicles not meeting emissions standards, extended to all London boroughs (including Richmond) in 2023.

Vision Zero
London's long-term strategy to eliminate all deaths and serious injuries from the transport network by 2041, guided by the Safe System approach.

Vulnerable Road Users (VRUs)
Road users most at risk of serious harm due to lack of physical protection—primarily pedestrians, cyclists, and motorcyclists. VRUs make up the majority of KSIs in Richmond.