

MOMENTUM'S  
A ——— Z







To celebrate Transport Planning Day 2018, we asked our team to come up with the Momentum A-Z: our very own transport planning dictionary. The team rose to the challenge, inspired by the way the world moves, we touch on everything from people movement, design and innovation, to communities, crossings, streets and spaces. We even include a glimpse into life at Momentum.

Click a letter

- |   |   |   |   |
|---|---|---|---|
| A | B | C | D |
| E | F | G | H |
| I | J | K | L |
| M | N | O | P |
| Q | R | S | T |
| U | V | W | X |
| Y | Z |   |   |

scroll





# Accessibility

---

Ensuring that there are transport options available for people with a range of needs, from those who are visually impaired, to wheelchair users, to people with prams. A modern transport system needs to cater for all, and as transport planners these requirements need to be considered in the work we do and the solutions we present.





# Buses

---

**We're committed to supporting the design and implementation of sustainable and coherent public transport solutions, that align usability with progressive design. With 2.3 billion bus journeys being made in London every year, Momentum works with a variety of stakeholders to ensure public transport is inclusive for all users' needs to allow everyone to get where they need to go smoothly.**



# Crowds

---

As people reclaim streets and public spaces from motorised traffic, well-designed public spaces support the regeneration of streets and squares into attractive and interesting spaces.



# Design

---

**Everything we do is by design.  
From concept to construction in order  
to provide informed solutions. We develop  
strategies for delivery and servicing,  
and people movement, as well as engineering  
design for highway works and public realm  
improvements.**



# St vents

---

**We support a wide variety of events held at stadia in the UK and around the world; understanding each venue owner's objectives to provide clear advice, analysis and services for the seamless movement for people and transport.**





# Freight

---

**We offer bespoke delivery and servicing solutions including designing loading bays and servicing yards, and calculating the number of vehicles delivering to developments. We've provided strategies for developing freight management and consolidation schemes across London and other cities, creating sustainable systems that help to make the most efficient use of our valuable street networks and logistics hubs.**





# giving

---

**Everything that we do at Momentum impacts people, both individuals and society as a whole. As transport planners it's up to each of us to be led by clear quality of life objectives. We also work hard to play a positive role in our community, improve the urban environment and respect the wider environment by volunteering for projects and working with our local Business Improvement District (BID).**



# Highways

We're proud to play a role  
in redefining highways in cities  
from being focused around vehicular  
transport to becoming links which people  
use to get from one place to another.



# Innovation

---

The process of translating an idea or overcoming a problem that pleases the client. Our clients seek our expertise in engineering, planning and design to solve problems using innovation that is cost effective and environmentally friendly.



# Junctions

---

**Spaces where all road users interact: pedestrians, cyclists, cars, vans, buses, HGVs... Contemporary transport planning aims to make junctions safer for everybody, particularly vulnerable road users. Through intelligent junction and road design, we can improve traffic flow whilst making street junctions safer and more accessible spaces.**



# Keystone

Understanding the way people and things move is the keystone to a successful project. We collect and analyse the data of people and goods and plan for their movements in the future – helping to reduce congestion and improve efficiency.



# London...

---

**London's evolving skyline:  
We're proud of the contribution we have made to  
London's skyline through our expert advice and  
innovative design solutions on some of the most  
talked-about developments.**



# Masterplans

---

We love large-scale comprehensive development schemes where we get a chance to develop transport operations from scratch and design in solutions to make spaces more efficient and accessible for everyone.



# Neighbourhoods

---

People are at the heart of what we do.  
We work diligently to understand and  
consider the needs of communities within  
our work so that we deliver spaces and  
neighbourhoods that people want to live  
in, work in, play in and move through.





back

# Origin...

---

**Origin-Destination Matrix.**  
The modelling of pedestrians and/or vehicles from various origins to destinations, allowing for us to create complex networks to understand movement through cities.

scroll



# Pedestrians

---

Considering the movement of pedestrians is an essential part of permanent development proposals. Designing and creating desirable and safe pedestrian access within our communities is critical to the long-term resilience of our cities, especially within the spaces that connect us to transport hubs, places of work and residence, and leisure venues.



# Queuing

---

**No one enjoys queuing!**  
We're able to provide detailed forecasting, modelling and analysis to ensure the most efficient design is developed for our clients. This work ensures that we deliver the best possible user experience to future tenants, visitors and the general public.





# Routes

---

**At Momentum we take a thorough approach to assessing and analysing every possible route to and from a destination. What can seem like a small alteration of a vehicle's path can have big knock-on effect for the surrounding area. The value we bring as a company goes beyond just meeting our clients' needs in successfully planning journeys from A to B. We want to ensure that our work has a positive impact on everyone concerned, whether that be a school close to a busy road or a cyclist travelling to work.**



# Servicing

---

**We apply a multi-disciplinary approach to the delivery and servicing aspect of our projects. This includes swept path analysis and spatial analysis, in addition to forecasts of waste storage requirements and the development of efficient and effective management strategies which ultimately form the delivery and servicing plans for a development.**



# Tracking

We use tracking software to analyse how vehicles would interact with designs in real life, this could be a new car park, a construction pit lane or a new carriageway alignment.



# Urban planning

---

A technical and political process concerned with the development and design of land use and the built environment. It includes the infrastructure passing into and out of urban areas, such as transport and the provision of services to residents, workers and visitors. Without it we have urban sprawl, a lack of open space and transport chaos. With it, we aim to achieve well-designed and efficient urban environments that are sustainable, enjoyable and safe.



# Variability

---

Each of the projects that we work on presents a unique set of transport challenges to overcome, including bespoke client aspirations, space constraints and the cumulative impacts of wider development. Our extensive and expanding project portfolio places us as one of the best consultancies for forming solutions to these varied challenges, from supporting development planning applications to providing stadia event day transport operations support, and so on...



# Wayfinding

In today's cities and communities wayfinding has become more than just sparsely-positioned signposts and boards that try to help pedestrians, people and motorists navigate their way from A to B. It has now become synonymous with the identity of a community, place and space. Today we see wayfinding being delivered through beautifully-designed methods where typography and iconography are inspired by analytics and research to ensure people feel better informed and connected with their environment.





---

Or diagonal crossings are a fantastic example of highways engineering favouring the pedestrian. TfL estimates these crossings reduce pedestrian casualties by 38%. Momentum's planning and engineering teams work to understand all pedestrian demands and behaviours at junctions and ensure their needs are prioritised whilst keeping traffic flowing.





---

The mental and physical wellbeing of our staff is essential, as we believe a healthy work environment helps create a happy team. This is done in a number of ways including encouraging staff to spend more time outside in nearby parks, promoting active sustainable travel through our cycle to work scheme and getting in shape through attending our weekly in-house yoga sessions.



# Zones

When modelling the evacuation of spectators from stadia, we help to design for the safe and efficient clearance of each 'zone of relative safety' within the venue; ensuring a smooth and safe evacuation for all spectators in the event of an emergency.



CLICK  
FOR MORE ON  
MOMENTUM

AN