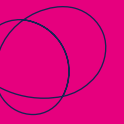


MOMENTUM'S
A ——— Z





To celebrate Transport Planning Day 2022 we've updated the Momentum A-Z, our very own transport planning dictionary. Once again our team rose to the challenge. Inspired by the way the world moves, we touch on everything from sustainability and connectivity to inclusivity and equitability!

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Accessibility

Momentum offers solutions that improve access for everyone; building and improving the existing networks between us all.

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Alternatives

What is a world without alternatives? In the world of transport, alternatives provide choice and opportunity. Alternatives are disruptive, but drivers of change, they encourage mode shift, sustainable travel and can even promote health.



Affordable

We believe that transport should be designed for the people that use it. Connectivity is a key part of any development strategy and our thinking is that access to goods, jobs and services should be affordable for everyone that uses sustainable transport systems.

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Arcillary

**We provide necessary support and services
within the transport industry.**



Ambitious

At Momentum, we go the extra-mile to deliver ambitious transport strategies and street designs to participate in making the built environment a more inclusive place.

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Analytics

We employ a combination of simulation softwares and data analytics to analyse different spaces and provide coherent real-time solutions to both pedestrian and vehicle movement.



Accommodate

We try to accommodate all types of people in our design.



Bicycles

Offering up carbon-free trips with a reduction in congestion on our roads, bicycles play a key role when designing urban transport solutions for the future. At Momentum we are always working to promote cycling across our schemes and encourage people to go green and get on the bike.



Buses

Buses, and public transport systems more generally, bring many benefits to individuals, communities, and the local economy. While much attention is focused on higher-profile stories such as autonomous vehicles, buses and fixed route services continue to be much more efficient and beneficial systems of getting people from one place to another.

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Communities

We aim for our work, our strategies and recommendations to benefit communities - we are people-centred. We also support our local community through our CSR strategy and initiatives.

Car Club

Car clubs, as part of new residential, workplace or mobility hub development, help reduce the number of cars on our streets (often by a factor of 10) while ensuring easy access to vehicles when they are needed.



Cycle hire

Cycle hire schemes provide flexible opportunities for people to get around, particularly for leisure. In some cases, it even removes the worry of end-of-trip cycle storage. With cycling up since the pandemic, it is important people have a variety of ways to access cycling facilities.

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Discrimination

Our team is drawn from all corners of the globe, we are actively seeking to improve gender balance, and we were honoured to be named CIHT Team of the Year in 2022.

We seek inclusive solutions across our projects whether that's ensuring the mobility impaired can cycle, the infirm can safely cross the road, or the sick can travel sustainably to their appointments.



Danger

Momentum is driving danger reduction, improving highway safety by recommending construction traffic routes to contractors to avoid narrow streets, highlighting hazardous junctions and areas where there are likely to be more vulnerable users in close proximity.



Data

We are a data-driven business which uses facts to drive our business strategy and deliver first class solutions for our partners. We use data, analytics and subject matter experts to make predictions, solve problems and draw conclusions that benefit the client, local communities and the wider environment.

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Environmental

Our work aims to reduce the environmental impacts of travel by introducing measures to remove vehicle trips and encouraging more sustainable travel patterns. The use of consolidation and cargo bikes can help to not only make servicing strategies more environmentally friendly but also more efficient. Providing high quality and accessible cycle parking also encourages more active travel - something we ensure to provide in all development planning schemes.

T Fabric

At Momentum, we believe that transport is the backbone of sustainable and vibrant cities. We ensure that the streetscapes, road and landscapes we work on positively contribute to the fabric of cities.



Global

Momentum supports the Global Goals for Sustainable Development to achieve a better world by 2030. Everything we do is carefully and diligently designed by our team of engineers, designers and analysts to create transport solutions that inform and integrate with every aspect of the built environment today and for a more sustainable world.

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Harmony

Harmony between all transport users such as pedestrians, cyclists and vehicle users is improved when successful transportation planning schemes are implemented. The benefit of improved harmony between users reduces the chance of user conflict and results in a much safer network for all.



Innovative

Future-proofing transport requires out-of-the-box thinking that goes beyond what's been done before, especially as towns across England continue to face unprecedented challenges. Designing for a changing climate requires taking advantage of existing technology while spearheading technological advancement.



The word "Joy" is written in a white, handwritten-style font. It is positioned over a large, semi-transparent red shape that resembles a stylized letter 'J' or a thick, curved line. The background of the entire page is a dark blue map with white lines representing streets and rivers.

**Momentum aims to bring joy to all of our outputs,
delivering exciting schemes for our clients and the
wider public.**

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Knowledge

At Momentum we deliver work through close collaboration between planners, engineers and modellers to share our knowledge across the team and ensure we are approaching problems from a range of perspectives. This includes considering the future proofing of our strategies by keeping our knowledge of future transport systems and changes to the urban environment up to date.

Kerbside

Our street kerbsides are under increasing pressure to accommodate a range of demands, from deliveries and loading bays to parking and public realm improvements.

At Momentum, we work to balance these needs and prioritise sustainability. This is vital for future-proofing our cities, not only to ensure they function efficiently but to create inclusive streets that enhance our quality of life.



Key

Transportation is the main source of greenhouse gases in many parts of the world, including Canada and the UK. Our role as a transport planner et Momentum is key in the fight against climate change and in the sustainability and safety of communities.

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A large, stylized graphic of the letters 'KSI' in a white, hand-drawn, brush-stroke font. The letters are centered and overlaid on a teal-colored geometric shape that resembles a stylized 'X' or a large 'A'. The background is a dark blue map of a city street network with a winding river.

Killed or seriously injured (KSI) is a standard metric for safety policy, in particular road safety. At Momentum, we challenge ourselves to deliver responsible and safe design solutions to collectively reduce the number of KSI incidents, making the road network safer for all road users. We adopt this approach throughout our projects' lifecycle from feasibility through to operation.

Low-carbon

Sustainability and a low-carbon approach is at the forefront of our thinking and culture.

Longevity

We provide strategy and solutions that serve a purpose not only for the present but also the future, allowing them to be relevant for a longer period of time.



Mobility hubs

In Ireland we have conducted site assessments to identify the best locations and set up for mobility hubs which bring together ‘shared transport with public transport and active travel in spaces designed to improve the public realm for all’.

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Modal Shift

We rethink and design urban spaces to support multi-modal and active travel to workspaces, retail and leisure facilities.

Mitigation

Our transport strategies mitigate risks and uncertainties from climate change by accommodating for more sustainable modes of transport and reducing reliance on fossil fuel powered vehicles.

Modelling

The tools we use alongside planning and engineering to deliver designs and operational solutions in complicated pedestrian and highway environments.

Novel

Our team develops bespoke solutions to the specific circumstances of our clients today, while thinking about sustainable development tomorrow.

Obesogenic Environments

Obesity, particularly childhood obesity, is a growing problem that severely impacts lives and puts healthcare systems under huge strain. By 2030, it is predicted to affect nearly half of adults and 40% of children will be obese, with poorer groups more severely affected. This is an area where transport and land use come together. Obesogenic environments suffer from poor active travel connections, and limited access to healthy fresh food and open space. However as planners and designers, we can contribute to better public health not just by strengthening walking and cycling connections to food services and open space, but also by assessing local socio-demographic data and understanding local communities, to ensure equitable access.

The background is a dark blue map of London with red lines representing streets and a prominent red river (the River Thames) winding through the lower half. A large, semi-transparent red letter 'P' is centered on the page, serving as a backdrop for the title.

Pedestrians

Pedestrians are at the heart of our philosophy, Momentum's aim is to give people back the city and improve the quality of everyday life for each of them. Traditional car-centred design has contributed to the global climate crisis and it's imperative to shift away from it.

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Pedalling

With our work we aim to create spaces where pedalling is convenient, enjoyable and secure for different types of users.



Public realm

With our work we help to design and deliver safe, functional, integrated and high-quality public spaces to be used and enjoyed by the people who will use them.



People

Momentum has a fully-integrated team of talented people that includes engineers, designers, planners and modellers who consistently work together to deliver exceptional work for every client.

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Questioning

We support our clients in questioning what is in the current standards for a development for elements such as cycle parking and electric vehicle charging, and whether this is sufficient to provide a more sustainable future.

Recycling and reusing

Recycling and reusing our resources, as well as our best ideas, for developing an equitable and civilised city. We've had great ideas over the last 30 years including mixed land-uses, places for people, air quality and road safety improvements, freight consolidation, targeted road user charging, active travel and cycling priority, plus world-class public realm, places to dwell and the greening of our outdoor space.

We should make the best use of what we have and do our best to effectively and efficiently build on that.



Sharing

Our roads and streets need to work for very different users - which means pedestrians and bikes might need to share with larger vehicles. Momentum is expert in designing places that feel safe and comfortable to the most vulnerable road users.

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Teamwork

Teamwork is at the cornerstone of our fully integrated team that includes engineers, designers, planners and modellers who consistently work together to deliver exceptional work and innovative solutions for every client.



Time

All of our work involves time, whether that is designing an area of public realm to encourage people to spend more time or designing an efficient back-of-house delivery operation. Time is also key in who you prioritise at a junction and is also a unit our modelling team use to assess pedestrian movements. We also strive to deliver high quality outputs on time to a variety of clients and stakeholders.

Utility

We care about how spaces are – or will be – used in real life, by pedestrians, cyclists and drivers alike. Our proposals seek to maximise the utility of a site in a way that people of all ages and ability levels can safely experience.



Vision

We like to help our clients realise their vision. This could be supporting the core principles of a single development site, or the wider aspirations of a major masterplan. We also look to input our own vision of how streets and places can be created for a healthy, sustainable and enjoyable future.

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Walking

At Momentum, we prioritise sustainable modes of travel (like walking and cycling) in all the work we undertake. We achieve this by using a mixture of pedestrian analytics to support the design of comfortable pedestrian spaces, and forward-thinking transport strategies that reduce vehicle trips and encourage walking.

experiences

Our work focuses on user and visitor experiences. Whether in a stadium, airport or art gallery we strive for seamless movement for people and transport, improved safety in and around venues, and decreased queuing times and crowding.



Y outhful

This year momentum took on four work experience placements in the engineering and planning teams, providing them an experience which they will take away with them for the future.

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Zebra

Zebra crossings are the traditional striped pedestrian crossings we install at junctions for safe pedestrian journeys. Non-standard markings have appeared recently as a fun and colourful way to replace zebra crossings. Have you spotted any in your London walks?



A big thank you goes out to each one of you:

Aidan, Alex H, Alex R, Allain, Alice, Amelie, Aparna, Arber, Barnaby, Ben, Caroline, Claudio, Dan, David H, Dave M, Derek, Emma, Fanny, Gema, Imran, James O’B, John, Joe, Jonathan H, Kai, Kabil, Katie H, Kana, Katie L, Katie M, Kevin, Ken, Laura, Louis, Lucy, Maily, Marie, Maura, Michael, Natasha, Niamh, Nick, Nico, Pablo, Paula, Patricia, Patrick, Priyanka, Roy, Sarah, Sam, Sonia, Tobias, Tom, Wayne, Will D, Will H.

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