

M O M E N T U M  
E I D O S ' S  
A Z

A large, semi-transparent red circle is positioned in the center of the map, containing the text "EIDOS'S". The letters "MOMENTUM" are positioned above the circle, and "AZ" is positioned below it. The letters "EIDOS'S" are partially obscured by the red circle.



As 2025 draws to a close we've updated our annual Momentum dictionary. And this year we're proud to introduce Eidos, our sister company. Our teams around the world, and from Momentum and Eidos, once again rose to the challenge. Inspired by our shared values we touch on everything from America to zero emission, and lots in between.



# (United States of) America

Momentum's Houston office focuses on key sectors of expertise including aviation, stadia and mixed-use development - working on forward-looking projects where innovative and sustainable mobility options are required.

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# Behaviour change

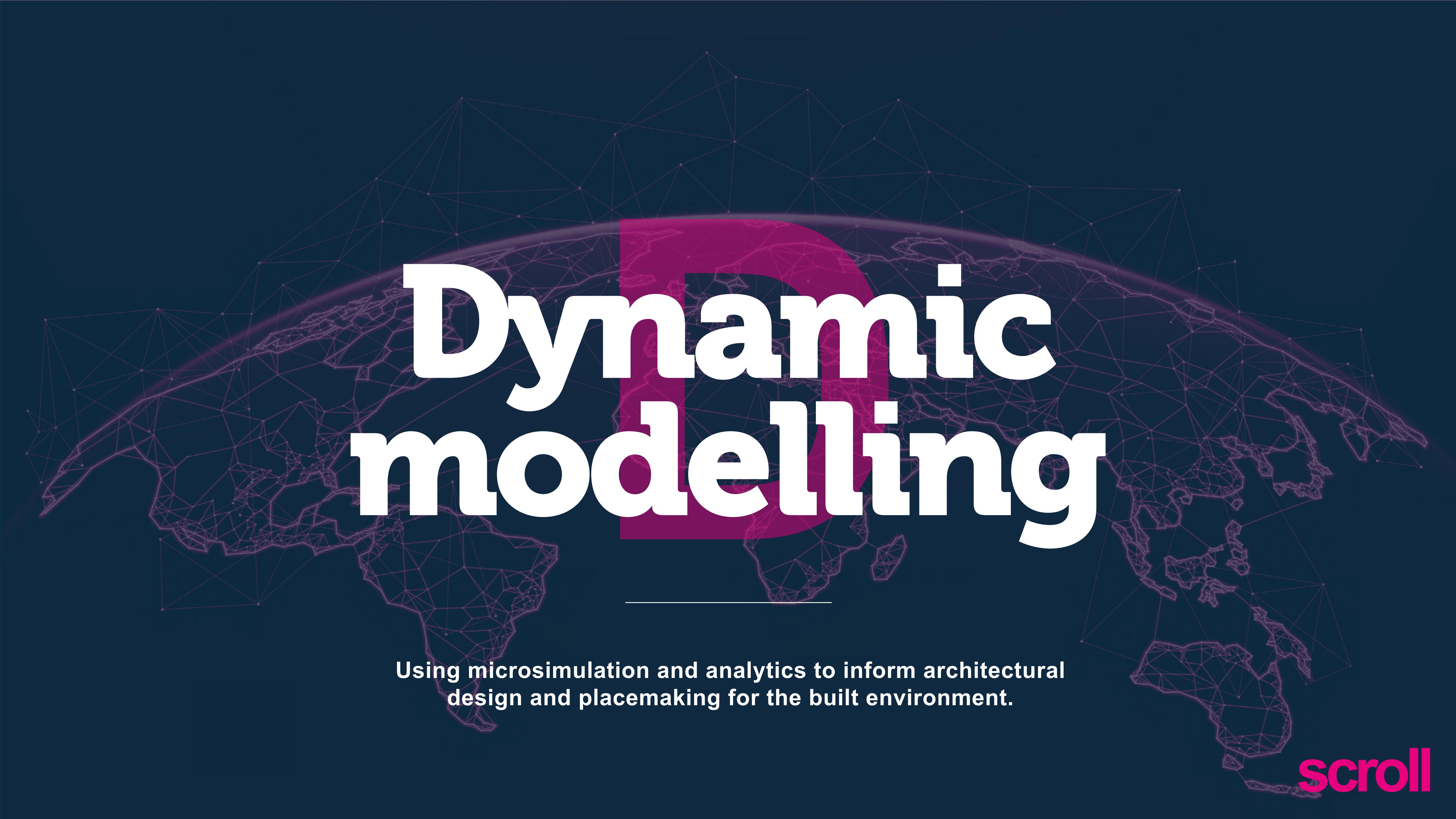
Our expertise in Travel Demand Management (TDM) brings together data analysis, behavioural insight and practical implementation to help businesses, operators and public bodies understand, manage and improve how employees, visitors and communities move to, from and within their destinations.



# carfree

We contribute to plans that reallocate space from cars to people to help create beautiful and functional urban environments that are more centred around people.

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# Dynamic modelling

Using microsimulation and analytics to inform architectural  
design and placemaking for the built environment.

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# Eidos

Eidos is a new, innovative engineering brand, set up in collaboration with Momentum to provide specialist structural engineering services across a wide range of sectors in the built environment.

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# Footprint

Momentum has a global footprint, working on projects worldwide.

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# Goods

**With most freight vehicles in London operating less than half full, the opportunity for change is substantial. Momentum has extensive experience developing freight management and consolidation schemes that unlock capacity and improve utilisation and sustainability.**

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# Hardworking

Momentum's team works hard to deliver results  
that make a positive impact.

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# Integrity

**We deliver our work with integrity, putting our values and responsibilities at the forefront of what we do.**

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# Joy

**The Momentum team has a knack for spreading joy - highlighted by our 'Culture Day 2025' hosts who were happy to point out the team's sense of humour.**

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# Kilometres

There are 5,237 kilometres between our London and Montreal offices, and a further 2,590 kilometres from Montreal to our Houston office.



# Logistics hubs

**Well-designed logistics hubs can transform cities. By consolidating deliveries and enabling sustainable last-mile solutions, they reduce congestion, cut emissions and make better use of valuable urban space.**

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# Micromobility Planner

Momentum's DfT funded digital tool puts data at the heart of micromobility planning. It helps councils pinpoint demand, size fleets, choose parking spots and cut carbon, so new schemes land in the right place first time.

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# Neighbourhoods



We help design and deliver neighbourhoods that prioritise people over cars - creating safe, accessible, and inclusive spaces that encourage walking, cycling and public transport use. Our work ensures communities thrive through better connectivity and sustainable movement.

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# Optimism

The Momentum team has a positive outlook on everything it does!



# Practicality

We want to create streets and places that work for people in practice. Whether this is walking or cycling from one location to another, where to store your bike, or delivery and servicing that can be used day to day.

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# Queue

**We use advanced modelling tools, coupled with the operational experience of our staff, to assess and define management strategies for queuing at venues, major events and transport interchanges - making visitor journey and experience better, reducing wasted time and increasing engagement with the amenities on site.**

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# Reliability and rigour

The Momentum team is meticulous in delivering quality outputs for all projects and clients.

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# Sister companies

In 2025, Momentum welcomed Eidos as its sister company. Adding structural engineering to our three core areas of specialism in planning, analytics & modelling and civil engineering.

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# Teamwork

When structural minds met transport experts, we don't just build bridges - we build a team. Together we design smarter, move better and always find the bridge between great ideas and real-world impact.

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# Urban environments

We design urban environments to make cities more accessible, liveable and sustainable, improving how people connect with places and one another.

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# Viaduct

Holborn Viaduct connects to the City of London, and is just a stone's throw from our Momentum and Eidos HQ.

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# Wadi Hanifah



We're proud to have contributed to The Sports Boulevard in Wadi Hanifah, which supports healthier movement, greener living and a cultural connection all in one place.

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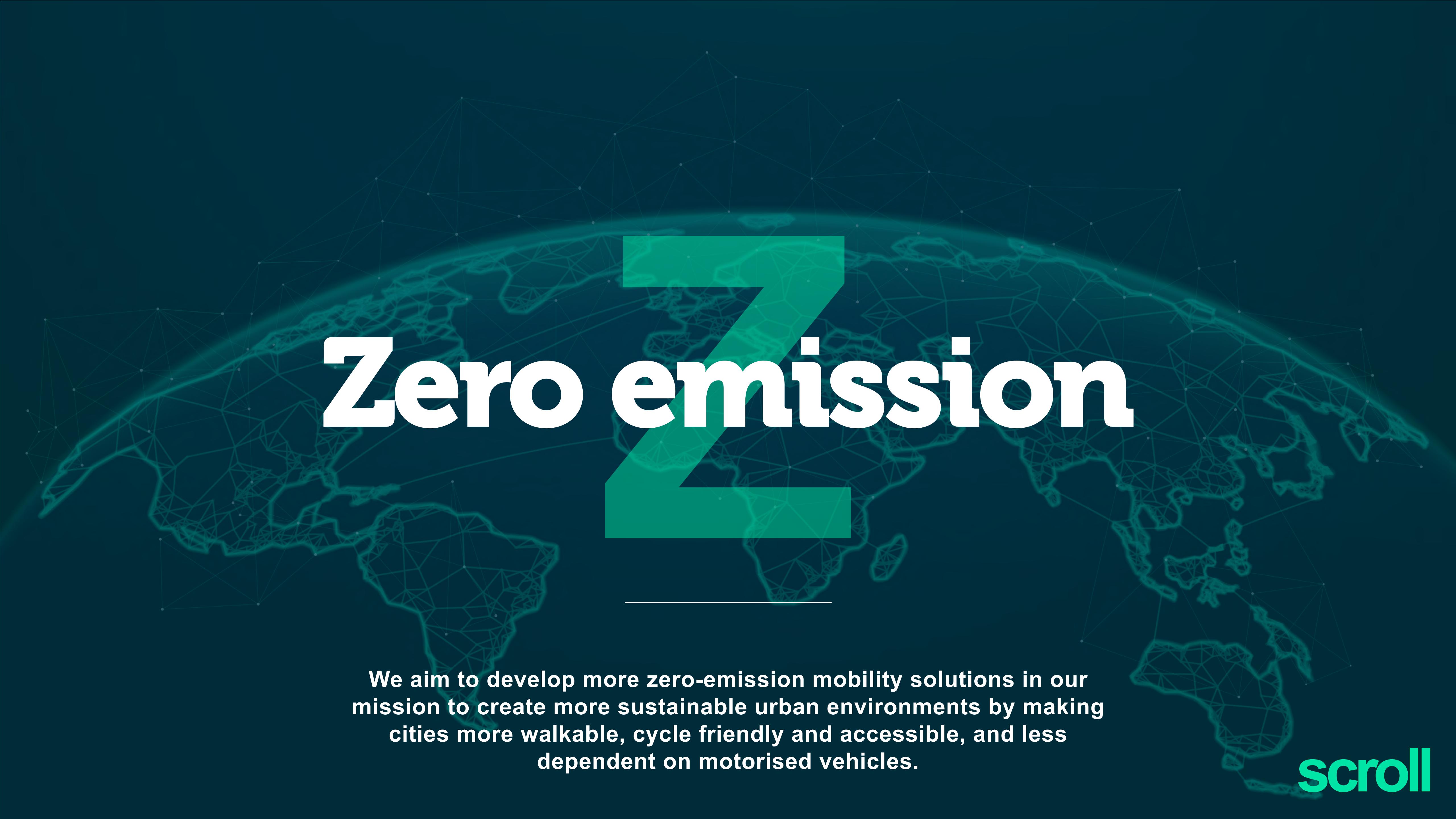
# X-bracing

**X-bracing** is one of the fundamental stability systems for any type of structure. Often exposed architecturally, it helps form part of the architectural language of the building. Even in a building with walls for stability, the forces in the wall form a x-brace of stresses as they stabilise the frame.



**When we work on large mixed-use developments, we aim to ensure that they are as sustainable as possible for people who live, work and travel to them by encouraging and providing facilities for active travel.**

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# zero emission

We aim to develop more zero-emission mobility solutions in our mission to create more sustainable urban environments by making cities more walkable, cycle friendly and accessible, and less dependent on motorised vehicles.

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

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