S.T.R.E.E.T. PROJECT
S.T.R.E.E.T project aims to create a new professional profile, the Expert in Sustainable Mobility and Tourism, who can meet the market trends and become an opportunity for economic growth, local social development and employment. The candidates are young people, unemployed, between 20 and 35 years old, with a high school or a university degree wanting to acquire more competencies on sustainable transport and tourism, which is constantly evolving.

LONDON CALLING!
On 18-22 September the first Study Visit was held in London (UK) during the European Mobility Week 2017. Selected students had the opportunity to participate in classroom seminars and lectures - held at the University College of London (UCL) and organised by EPN Consulting Ltd. - regarding the main theme of “Traffic, congestion and safety: problems and solutions in the largest European capital”. After the three half days of seminars and lectures students took part in the visits to various places in London, experiencing in particular different modes of transport: underground, overground, hydrogen-powered buses, trams, Docklands Light Railway (DLR), the Emirates Air Line Cable Car, multimodal hubs, bike sharing, ticketing services, and many others!

DETAILS
Project number: 2015 - 1 - IT01 - KA202 - 004761
Budget: € 343.510

TIMETABLE
Start date: 01-09-2015
End date: 31-08-2018
Duration: 36 months

RELEVANT TOPICS
• Mobility and transport
• Local development
• Training and entrepreneurship

ERASMUS+
Key Action: Cooperation for innovation and the exchange of good practices
Action: Strategic Partnerships for vocational education and training
Call: 2015

Co-funded by the Erasmus+ Programme of the European Union
CLASSROOM SEMINARS - 18th-19th September

The first two days of the study visit On the (18th and 19th September) were dedicated to
lectures and lessons at the UCL. Ing Stefano Mainero (EPN Consulting Ltd) introduced
the theme of the study visit and presented how the integrated public transport system in
London is organised.

In the first lecture, Dr Maria Kamargianni (Head of the Urban Transport & Energy
Group, UCL) presented the innovative concepts of mobility in London. Her research ac-
tivity included travel behaviour modelling, transportation systems analysis, new mobility
services and business models including “MaaS” (Mobility as a Service).

The second lecture “The Journey of Transport and Tourism in London over the last 20
years”, was given by Mr Giles Bailey (Director of Stratageeb Ltd.) who showed the Lon-
don transport/travel maps and the services for private cars: congestion charge scheme,
parking slots, Low Emission Zone (LEZ) and the Ultra-Low Emission Zone (ULEZ).

The third lecture was dedicated to the theme of “Adaptive behaviour in mode choice” and
presented by Dr Margherita Mascia (Senior ITS Expert of EPN Consulting Ltd) and Ing.
Stefano Mainero. This lecture was focused on the new London Mayor’s Transport Strategy
(June 2017), the “Legible London” and the new technologies (hydrogen-powered buses,
electric buses, electric taxis).
THE VISITS IN THE CITY

What better way to experience what learned in the seminars and lectures than through a series of guided visits in London? Students showed great interest and directly experienced the great solutions that London transport multimodality offers to tourists and residents!

Day 2 – 19th September

It was dedicated to see Signs to suit the surrounding in London “Legible City”, streetscape design in King’s Cross railway station, way-finding and multimodality in St. Pancras International Railway Station, the “POD” (Personal Rapid Transit) at Heathrow Airport connecting the Terminal 5 with two parking lots. The visit ended with looking at and discussing pros and cons of Car-Pedestrian Shared Space in South Kensington.

Day 3 – 20th September

The day started with walking to look at the way finding in Victoria Railway Station, gates, passengers’ areas and different companies which manage coaches in Victoria Coach Station. A journey from Victoria Tube Station to Temple by District Line (Tube service) and walking to Theatreland to fulfill our goal of getting on the Hydrogen-powered Bus!

The visit to the O2 Arena as multimodal hub led to getting on the Air Cable Line by Emirates; it was a surprise to find out that this touristic service was funded by the European Regional Development Fund!
Day 4 – 21st September
A journey on another transport mode, the London Overground to reach Shadwell station where students could interchange with another transport mode, the DLR, to go to the ExCeL Exhibition Centre. With two on-site DLR stations, parking for 3,070 cars and London City Airport just 5 minutes away, getting to ExCeL couldn’t be easier!

Our visit continued getting on the Overground to Shadwell. How does the Cycle Superhighway look like? Look at the pictures!!

Finally another way of travelling in London: a River trip on the Thames, took the Study Visit group back to central London!

Day 5 – 22nd September
Our study visit in London is arrived to the end! Interesting seeing “Bird Street” a few minutes walking from the Oxford Circus Tube Station: a sustainable technology to produce energy and a space dedicated to pedestrians. Other examples of good and efficient management of Way finding around the City!

Paddington Station is as well a multi-modal hub. Indeed, it’s easy to use three different modes of transport: train, bus and tube, reachable in just 5 minutes walking. Cyclists can arrive to the Station by bike and load it on the train but recently they must have a cycle reservation if travelling with a non-folding bike on High Speed services.

The surrounding of London Bridge Tube Station is full of services, well designed: several digital information panels show information about the weather, advertising, services around, transport information. A very nice corridor finally led us to the special view of Tower Bridge!

NEXT STEPS
See you soon in the next Study Visit in Werfenweng (Austria) from the 16th to 20th October 2017, where we will be deepened the theme of “Soft mobility and tourism: good practices of sustainability in an Alpine territory”!

More info on: www.streetproject.eu Find us also on Facebook: www.facebook.com/ErasmusSTREET/

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