

## Environmental Excellence helped by Travel Plan

Bateaux London, a premier Thames restaurant river cruise company, has recently signed up to the Enterprise scheme, a free service for small to medium sized businesses which supports sustainable transport options for commuter and business travel needs.

Through the development of a workplace travel plan by their own expert Enterprise travel advisor, Bateaux aims to achieve its Green Tourism for London strategy goals. Here, Ian Fyfe, Director of Sales and Marketing, talks about why Enterprise is so important to Bateaux.

"Meeting Enterprise has been great," says Fyfe. He goes on to explain why Bateaux enlisted the help of Enterprise to achieve its Green Tourism for London strategy objectives; "We weren't quite sure what we could do so the initial meeting was very useful and we came up with lots of ideas."

Working closely with the business, Bateaux's travel advisor plans to complete a survey of their employee's travel needs, research their business travel requirements and carry out a thorough site audit, in order to provide a travel plan for the company. Enterprise also offers marketing, merchandising and ongoing support, including access to match funding, to help implement workplace travel plans.



Ian Fyfe talks about how Bateaux's "green" strategic direction has flowed through to the rest of the business; "We have over 60 colleagues and everyone has been keen to take part and see how they can help improve their journeys to and from work." Enterprise's free workplace travel plan will help to demonstrate Bateaux's commitment to sustainable business practice; "This work with Enterprise will help us achieve our goals."



To find out how Enterprise can transform your business:

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