

Cycling their way to business success

Corporate Social Responsibility (CSR) values have always been high on MIC's agenda. Here, James Barr, Sales & Marketing Manager, discusses how exploring more sustainable travel options for staff and clients through the Enterprise - "A New Way to Work" scheme is helping them achieve their wider commitment to CSR.

Enterprise is a free service which offers sustainable travel planning advice and support to small to medium sized businesses (SMEs) with 20 to 250 staff. Barr explains why MIC approached Enterprise; "MIC wants to be seen as a proactive leader in the hospitality industry, and I truly believe there is a lot of scope to achieve this through Enterprise."

Through the Enterprise scheme, MIC's own expert travel advisor conducted a free assessment of the workplace, including a site audit and survey of staff and students. To support the implementation of the plan and the 'cycling' package that was developed for MIC, Enterprise supplied free merchandise such as bike racks, water bottles, and rucksacks, as well as match funding.

By endorsing the use of bikes to and from work, MIC's travel plan is saving staff on travel costs, reducing carbon emissions, and promoting a healthier, more productive workplace. Barr is thrilled with the results; "Enterprise has showed us how our ideas can be turned into a reality and this is a very significant step forward for us."



James Barr:

"We are a social enterprise charity and want to reflect these values in the workplace"

Chief Executive Officer Andrew Richardson agrees; "The partnership with Enterprise strongly reinforces our commitment to CSR values and sustainability in the workplace."



To find out how Enterprise can transform your business:

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