

CrossCountry gains 'We're Good to Go' seal of approval from Visit Britain

August 3, 2020



Long distance train operator CrossCountry has received the 'We're Good to Go' seal of approval from national tourism agency Visit Britain, which is given to tourism and hospitality businesses that provide a Covid-safe environment for their customers.

'We're Good To Go' is a UK-wide industry standard mark which celebrates businesses that are working hard to follow Government and industry Covid-19 guidelines and have processes in place to maintain cleanliness and aid social distancing. It has been developed in partnership with Visit England, Visit Wales, Visit Scotland and Tourism Northern Ireland and involves a rigorous Covid-19 risk assessment designed to give customers reassurance at this time.

Since the start of the outbreak, CrossCountry has introduced numerous measures to ensure their customers feel safe when travelling on their services. This includes additional deep cleans of trains, making hand gel readily available on board so that customers can maintain good hand hygiene and ensuring social distancing is possible on board. What's more, like CrossCountry colleagues, customers must now wear face coverings on board and in stations to help tackle the virus.

Ben Simkin, Commercial Director at CrossCountry said: “We’re delighted to gain ‘We’re Good to Go’ accreditation, which is testament to the hard work and commitment of our teams who have worked hard to ensure we have all the appropriate measures in place so that our customers feel safe when travelling with us. I hope that it will encourage customers to get out and about this summer where possible and travel in confidence.”

For more information about Visit Britain’s initiative go to: <https://www.visitbritain.org/what-we-do>

Photo credit: CrossCountry

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