



## PRESS RELEASE

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### Leading enterprise hub at Colworth Science Park welcomes pioneering new occupier

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Date: 20 May 2011

Release: Immediate

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**Colworth Science Park's latest development, The Exchange, has welcomed intelligent telemarketing company Blue Donkey as the latest business to occupy space at the state of the art facility.**

Blue Donkey has taken a lease on Office 23 at The Exchange to provide office space that reflects the company's innovative approach to working.

Also based in Soham, Cambridgeshire, Blue Donkey is the award winning business-to-business UK Telemarketing Company which pioneered the concept of Intelligent Telemarketing. The company chose The Exchange as the first point to start its satellite operations as it offers open innovation, networking and a supportive environment, all of which are ideal for a business on an exciting upward expansion.

In the 14 years since the business' inception, Blue Donkey's revolutionary approach of unscripted telemarketing techniques has created a showcase of campaign success stories for leading global brands and has achieved a swathe of more than 30 industry awards.

Dr Sally Ann Forsyth, Director of UK Science Parks commented: "We are thrilled that The Exchange can offer an innovative company such as Blue Donkey the facilities and flexibility that it needs to thrive and expand. We pride ourselves on creating work environments that encourage innovation and networking and give customers a supportive environment in which they can flourish. The facilities and amenities at The Exchange offer fantastic advantages for businesses based at the development as well as being available to companies across the Bedfordshire region and beyond."

Sureya Landini, founder and MD of Blue Donkey said: "We have always aimed to create a centre of excellence as our workplace and chose The Exchange because it offered flexible office space in high quality buildings with fantastic amenities. We have been bowled over by Goodman's approach to customer service which has provided Blue Donkey with a range of services to suit the businesses needs, from healthcare and medical facilities to software and bus services. Our business is based on blue-sky thinking and creativity and Goodman's ethos reflects our own aims to do our best and be different. We chose the Exchange as the base for our pilot satellite operations in Bedford but we will certainly be looking to roll out our business to other Goodman locations across the UK."

The Exchange is named to reflect its open-innovation ethos which drives collaboration and the exchange of knowledge and ideas between companies on the site. Consisting of an Innovation Centre, fully serviced laboratory and office suites and state of the art meeting and conferencing facilities, The Exchange aims to offer bespoke services to business of all sizes and accommodate occupiers on flexible leasing terms.



Colworth Science Park is a leading enterprise hub aiming to provide a supportive and creative environment where collaboration is central to the campus culture. As part of the Oxford to Cambridge Technology Arc it comprises of a new 35,000 sq ft Innovation Centre and 21,000 sq ft amenities centre.

In addition, the Park boasts a wealth of leisure and sports facilities on site including tennis and squash courts, football and cricket pitches and a 9-hole golf course. A convenience store, café and restaurant and Bright Horizons day nursery all add to the multi faceted enterprise hub.

## **Ends**

### **About Blue Donkey**

Blue Donkey is an award-winning telemarketing company, and our team has revolutionised the field of B2B (business-to-business) telemarketing. We have rejected the typical, scripted call-centre approaches that dominate the industry to become the UK's premier specialist outbound B2B telemarketing company.

Launched by Sureya Landini in 1997, Blue Donkey was named after the legendary 17th century tavern in Cambridgeshire where we started our company. Our current home still maintains that special convivial glow, and we think our unique identity in the telemarketing field captures the charm and distinction of our namesake perfectly.

Through first-rate training, innovative technology, expert staff, and above all, a client-focused approach, we have grown into an industry-beating B2B telemarketing team with world class clients.

Please visit: [www.bluedonkey.co.uk](http://www.bluedonkey.co.uk)

### **For further information on Blue Donkey please contact:**

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