PRESS RELEASE 

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For immediate release

**Innovative feedback company We Love Surveys take a big step with new office at Loughborough University**

Leading feedback specialists We Love Surveys have firmly established their presence in the East Midlands by moving into a new office at Loughborough University.

With their main office based in London, the company’s continued growth is reflected by opening a second office, as well as recruiting additional staff, at the Advanced Technology Innovation Centre (ATIC) at the university’s Enterprise & Science Park.

Company owner Helen Dargie has been based in the East Midlands for three years but, having worked largely from home during that period and with the need to take on further staff, made the decision that We Love Surveys needed to put down some firm roots in the region.

The ATIC was the perfect location for an innovative, digital company who are experts in ‘point of experience feedback’, and who have a client base that stretches from the UK to France, Belgium, Romania, Mauritius, India and Singapore.

By investing in Loughborough, We Love Surveys can fully immerse themselves in the East Midlands and aim to continue their ever-increasing expansion.

“A lot of the push in terms of our growth is down to my involvement in the Goldman Sachs 10,000 Small Businesses programme last year, and a lot of what I do now was born out of that,” said Dargie.

“Many of the course elements really challenged me on why I do things the way I do.

“I realised I was spending too much time working in the business, commuting to London and not enough time planning for growth.

“That led to the need to recruit someone to help me deliver on our excellent service promise to clients.

“I was working mobile up to that point, sometimes on the road and often from home, but I knew that whoever I recruited would need to be side-by-side with me, so I had to find great office space in the East Midlands.

“There were two offices available at the ATIC, and I managed to get through the application process to be based there as a digital innovating business.

“In order to grow a business, you’ve got to invest in your business, making sure you’ve got the right people and access to talent.

“We now have that at the university. We’ve got a pool of people and resources that could potentially make a real difference to our business. It’s a really big step in the right direction.”

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**FURTHER INFORMATION:**

Helen Dargie has more than 18 years’ experience in the retail and customer service industry. As the owner of We Love Surveys, Helen is responsible for the day-to-day running of the company, developing their strategy, identifying business opportunities and ensuring they always deliver great service to their customers. She can be contacted direct at helen@welovesurveys.co.uk or on 07584 343526.

[www.welovesurveys.co.uk](http://www.welovesurveys.co.uk/)

For media enquiries, contact Jonathan Paul at LikeMind Media on 07773 717422 or [jon@likemind.media](mailto:jon@likemind.media)  
LikeMind Media Limited, Advanced Technology Innovation Centre, Loughborough University, LE11 3QF

www.likemind.media