



**Lincolnshire Co-op**  
Stanley Bett House  
15-23 Tentercroft Street  
Lincoln LN5 7DB  
[www.lincolnshire.coop](http://www.lincolnshire.coop)

**Communications**  
01522 785 289  
[Daisy.Twine@lincolnshire.coop](mailto:Daisy.Twine@lincolnshire.coop)

## **MEDIA RELEASE**

Wednesday 17<sup>th</sup> September 2025

### **Lincolnshire Co-op's Louth travel branch reopens following £160K makeover**

Lincolnshire Co-op's **Louth travel branch** has undergone an extensive renovation, and has now reopened with a modern new look, inspired by different modes of travel.

In celebration of its reopening, the travel branch is offering customers **£50 per person off bookings** and the **opportunity to win £250** when they pop into branch.

There will be a **drop-in VIP event** on **Saturday 27<sup>th</sup> September**, giving locals the chance to tour the site, and offering prosecco upon arrival.

Inside, customers will see a space that celebrates travel, designed to inspire new adventures. There are tables shaped like plane wings, portholes on the wall next to desks, giving the illusion of looking out to sea, and LED signs that say 'lounge' and 'departures' hanging from the ceilings.

Tea and coffee facilities are available, positioned on top of a cupboard designed to look like an aeroplane trolley, and a new space for quick drop-ins has been created.

Light features and colour choices brighten the space, alongside a wall mural which resembles big windows commonly seen in airports.

As well as operating travel branches, Lincolnshire Co-op runs a variety of services including food stores, post offices, funeral homes and pharmacies.

The businesses' cyclical refresh plan will see work take place at around 40 Lincolnshire Co-op trading outlets each year, requiring an estimated investment of £5 million annually.

Louth is the first travel outlet to undergo a cyclical refresh as part of this programme, and the design elements introduced will form a template for future travel branch refits.

Rachael Bilcliffe, Branch Manager at Lincolnshire Co-op's Louth travel branch, said: *"The whole team loves the new look, and we have had some fantastic feedback from our wonderful customers, who love how modern and fresh the space feels."*

*"One big difference is the waiting area, which is reminiscent of an airport lounge, and allows our customers to enjoy freshly brewed coffee and watch inspiring travel footage on the TV."*

**Ends**

**For more information contact:**  
**Daisy Twine, Senior Communications Co-ordinator**  
**(01522) 785 289 or 07485 301 349**  
[Daisy.Twine@lincolnshire.coop](mailto:Daisy.Twine@lincolnshire.coop)  
***CONTACT DETAILS NOT FOR PUBLICATION***

**Notes to editors:**

1. **Lincolnshire Co-op** is an independent co-operative society. Its purpose is to bring together ideas, energy and resources to make life better in communities. It has around 300,000 members and 2,900 local colleagues in Lincolnshire and the surrounding counties and an elected board of directors who oversee the business.  
The society provides **valued services** and supports the **local economy** from outlets across its trading area including food stores, filling stations, post offices, travel branches, funeral homes, a florist, a crematorium and community libraries. It also cares for people's **health and wellbeing** through its pharmacies and support for a network of wellbeing walks. Local good causes benefit through its Community Champions scheme and together, colleagues and members also look after the **local environment** through volunteering.  
As well as its trading outlets, Lincolnshire Co-op owns properties, from flats and houses to commercial premises. The society brings land and buildings back into use to create attractive environments. With Lincolnshire Co-op as landlord, rents stay local and are invested in schemes that benefit the community.