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MEDIA RELEASE

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Cyclical refresh programme invests £4m in upgraded outlets

Lincolnshire Co-op is celebrating the success of its **cyclical refresh programme**, which launched one year ago.

So far, **over £4m** has been invested into **31 outlets** across food, funeral, pharmacy and post offices.

The long-term plan will see work take place at around **40 Lincolnshire Co-op trading outlets** each year with approximately **£5m** being invested annually.

Cyclical refreshes, major refits including replacing equipment like fridges and shelving, will take place in each trading site location **every 12 years**.

Mid-cycle refreshes, which have a more cosmetic focus including repainting, will happen **every six years** to keep outlets revitalised.

The co-operative's **Carlton Centre Food Store and Post Office** in Lincoln is one of **15 food and 8 post office outlets** to have undergone a cyclical refresh, with **£524,000** being invested overall.

Lincolnshire Co-op's Carlton Centre Food Store Manager Kieran Smalley said: *"Our customers are loving their refreshed local food store and we've had lots of positive feedback about our new range of services and products.*

"The team is so happy with the transformation and it's gone above our expectations – we're excited to continue making life better in our communities!"

These refreshes will ensure the business can deliver **high quality services** by strengthening customer satisfaction and loyalty with modernised outlets.

Community needs have also been reviewed, such as services provided and product selections in food stores being based on locations of these trading outlets. This includes **COOK frozen meals and puddings, Tango Ice Blast** and **Costa Coffee Express** machines and **gifting ranges**.

Refreshes have also taken place in **five Lincolnshire Co-op pharmacies**, like St. Botolph's in Lincoln, and **two funeral homes**, such as Spilsby.

Lincolnshire Co-op's **Louth Travel** branch has undergone a major refit. It is the first of the society's **13 travel agencies** to receive a revitalised look that will shape future travel outlet refits.

Lincolnshire Co-op's Chief Operating Officer Steve Leach said: *"Our cyclical refresh programme has ensured we bring the best of our format thinking, latest products, and service for our local communities – we've changed the way we work to deliver this plan.*

"Feedback from colleagues and customers has been excellent and we continue to incorporate their feedback to make sure each refresh is better than the last and we focus on delivering continuous improvement."

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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.