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MEDIA RELEASE

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New look revealed for Lincolnshire Co-op Travel

Louth Travel branch is due to under-go a major £160K renovation, revitalising the space and inspiring customers as soon as they set foot through the door.

This investment is part of the society's cyclical refresh plan, which 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 under-go a cyclical refresh as part of this programme, and plans outline a bold new look, signalling the start of a broader rollout.

Inside, the space has been designed to reflect different modes of travel – with portholes on the wall next to desks, giving the illusion of looking out to sea, desks shaped like aeroplane wings, and a departures board on display.

Upon entry, a relaxed space has been created for quick drop ins, making expert advice even more accessible.

Nearby, tea and coffee facilities are available, positioned on top of a cupboard designed to look like an aeroplane trolley.

Design features have been implemented to make the space feel lighter, including a wall mural that gives the illusion of big airport-style windows, and unique lighting features throughout.

This major renovation will take two weeks and will begin on Monday 1st September. During this period, Louth colleagues will temporarily work from Tritton Road Travel in Lincoln and will also be available to support customers via phone or video consultations.

Wayne Dennett, Travel and Post Office Operations Manager at Lincolnshire Co-op, said: *“This is a massive transformation for Louth, and a sign of what’s to come within our wider travel business too.*

“The new design features mean that our customers feel as though they have already started a new exciting journey as soon as they walk through the door.”

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CONTACT DETAILS NOT FOR PUBLICATION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.