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MEDIA RELEASE

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Lincolnshire Co-op partners with Peterborough United Foundation to start new walking group

Local people in Peterborough are taking care of their health and fitness by joining the new **Peterborough United Foundation Wellbeing Walk**, set up with **Lincolnshire Co-op**.

This is the first Wellbeing Walk the co-operative has started in Cambridgeshire and the retailer is continuing to provide ongoing support by helping to upskill **walk leaders** from the Peterborough United Foundation.

Every Tuesday, the 40-minute walk starts at 10am at the **Peterborough United training ground** and local people are being encouraged to join.

After the walk is finished, the walkers are welcome for a drink and biscuits back at the training ground.

Jenna Kiely, Community Coach and Walk Leader at the Peterborough United Foundation, said: *"We set up the Wellbeing Walk with Lincolnshire Co-op because we already run different chair-based exercise groups, so a walk is another way for us to help local people stay fit."*

“Everyone involved with the walk is grateful for the support and training the co-operative have given us and we’re looking forward to welcoming more people in the coming weeks.

Walk Leader **Mike Gilham**, aged 73, has been a volunteer at the community foundation for two years.

Mike said: *“Before joining the foundation, I was chairman of a local grassroots football team and stepped down after deciding I was ready for a new challenge. I currently support Peterborough United Foundation’s scholarship players by driving the minibus to matches.*

“I’ve enjoyed being part of the community foundation and it’s become very important to me, so the Wellbeing Walk is another way I get to be involved with club and local people.

“Every week the walk is always great fun and it sets you up for the rest of the day; I love to exercise and stay healthy, so I’m excited for them to continue and give back to the community.”

This walk is just one of **99 volunteer-led Wellbeing Walks** across Cambridgeshire, Lincolnshire and Nottinghamshire that Lincolnshire Co-op runs.

Since **January 2026**, there have been **seven** new walks introduced across the local area, including **Potterhanworth** in North Kesteven and **East Kirkby** in East Lindsey.

Lincolnshire Co-op has also run a Wellbeing Walk with **Boston United Football Club** since March 2025 that has seen great success, and has recently set up a walk with the **Iron Foundation** at **Scunthorpe United Football Club**.

The Society also has a partnership with national walking association **The Ramblers** that provides funding and learning materials.

Lincolnshire Co-op Community Co-ordinator **Rox Croot** said: *“It’s been a great opportunity to start a new walk with Peterborough United Foundation that is accessible and free for anybody who would like to get involved.*

“We’re dedicated to caring for the health and wellbeing of our communities and expanding our Wellbeing Walk scheme into Cambridgeshire helps us bring that commitment to life.”

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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.