



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

Communications  
07785 298 104  
[Jessica.Phillips@lincolnshire.coop](mailto:Jessica.Phillips@lincolnshire.coop)

## MEDIA RELEASE

[05/05/2026]

### Local families encouraged to talk about end-of-life wishes

Local families are being encouraged to have discussions about what matters to them at the end of their life.

Lincolnshire Co-op's funeral teams talk to local families about death and grief every day and understand how difficult it can be.

As **Dying Matters Week** commences, colleagues are highlighting how having these conversations can help to make the death of a loved one a little easier to navigate.

**Olivia Cooper**, 31, is the **Funeral Director** at Gainsborough Funeral Home and has worked in Lincolnshire Co-op's funeral service since 2017.

She first started at Gainsborough as a **Funeral Operative**, caring for loved ones and helping funeral services to run smoothly.

She said: *"It's important that people have honest and open discussions about what they would like to happen when they pass away, so their families know they will be able to honour their loved ones properly."*

*“Our teams are extremely compassionate, and we’re trained to listen to and support families during the most difficult times.”*

Becoming a funeral operative ignited Olivia’s passion to work in the funeral industry; a year later she stepped up as a **Funeral Arranger at Market Rasen Funeral Home** and started studying a Diploma in Funeral Arranging and Administration.

After the completion of her diploma and at 23-years-old, she was promoted to her current role as a Funeral Director at Gainsborough Funeral Home and studied a second Diploma in Funeral Directing.

Olivia said: *“People can be shocked when I tell them what my job is and how long I’ve done it for. Clients are often very interested in my career journey, and it makes me feel very proud to reflect on the difference my job makes to the local community.”*

*“Originally, I interviewed for a receptionist position at Gainsborough Funeral Home, but I was offered a funeral operative role instead. At the time, I was only 21 and I was so nervous to start a job with no expectations of what it entailed, but I’m so happy I accepted it as I’ve achieved so much.”*

*“I love my job because I’ve supported so many families who want to give their loved ones the celebration of their life they deserve. I always knew I wanted a meaningful career, and being a funeral director has fulfilled that.”*

**Ends**

**For more information contact:**

**Jess Phillips, Communications Co-ordinator**

**07785 298 104**

**[Jessica.Phillips@lincolnshire.coop](mailto:Jessica.Phillips@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.