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MEDIA RELEASE

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Local funeral home reopens after £175K transformation

Lincolnshire Co-op's **Gainsborough Funeral Home**, located on **North Street** in the town centre, has reopened with a new look, following a £175k refurbishment.

This investment is part of the co-operative's cyclical refresh programme, which has seen around **£6m** invested over 18 months, transforming **40 sites** and strengthening local community services.

Inside, the funeral home has a new modernised feel, incorporating **wooden textures** and a **natural colour palette** of purple and green, creating a warm, homely and calming space.

Families will continue to have access to a range of vital **pastoral care services**, such as a dedicated arrangement office, a chapel of rest, and private reflection spaces.

Updated signage has also been implemented, including a new fascia at the front of the funeral home and new signage in the car park and inside the branch.

Environmental upgrades have also been made like new LED lighting, insulated sliding cold room doors and improved room ventilation.

While the funeral home was closed for refurbishment, the team continued to support the bereaved from Lincolnshire Co-op's **Scunthorpe Funeral Home**, and through home visits.

This new look for the society's funeral homes was first implemented in the new **Horncastle Funeral Home**, which opened in October 2025.

This style forms the basis for the co-operative's future funeral home refits and the design within brand-new funeral homes.

Olivia Cooper, Funeral Director at Gainsborough Funeral Home, said: *"Our team is delighted to be back open to support our local community in our refreshed funeral home, that matches the high standard of service we provide."*

"We've already had positive feedback from our clients, who have said the new look puts them at ease as soon as they walk into reception. Arranging a funeral can feel incredibly daunting, so it's important that families know they will be looked after every step of the way."

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CONTACT DETAILS NOT FOR PUBLICATION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.