



Lincolnshire Co-op
Stanley Bett House
15-23 Tentercroft Street
Lincoln
LN5 7DB
www.lincolnshire.coop

Communications
07785 298 104
Jessica.Phillips@lincolnshire.coop

MEDIA RELEASE

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Children's road safety lessons ahead of new £2.5m store opening

Primary school children have been designing road safety displays in preparation for a new **£2.5m convenience store** opening.

The Lincolnshire Co-op store will open on **Thursday 24th July 2025** at **March Road** in Coates, near Peterborough. The store will feature **19 parking spaces** and will create **15 new jobs** locally.

With the shop being developed on a main road, around the corner from **Coates Primary School**, Lincolnshire Co-op Community Co-ordinator Rox Croot has been working with the school to raise awareness of road safety. This includes the poster competition and organising a talk for the children from local **Police Community Support Officers (PCSOs)**.

Each child could choose between colouring a template or drawing their own design. Out of the entries, three children were picked from each category to make **six winners**.

The road safety winning pictures will be displayed outside the store from **Thursday 3rd July** until opening day.

During an assembly Rox rewarded each winner with an arts and crafts kit and every child who entered received a multi-coloured pen.

Rox Croot said: *“It’s been amazing to watch the children be so enthusiastic about learning road safety and see their faces when they received their prizes.*

“The safety of the children is our priority, so we thank Coates Primary School massively for working with us.”

Coates Primary School Headteacher Lindsey Boucher said: *“This has been a fantastic opportunity for the school to work alongside Lincolnshire Co-op to support the children to learn about road safety.*

“We were incredibly proud of the number of entries received for the competition and the overall winners were very impressive.”

Lincolnshire Co-op also supports the community through its Community Champions scheme. When members use their dividend card, donations are made to local groups and good causes.

When the store opens, shoppers will be supporting **Macmillan Cancer Support** until **6th September 2025**. From **7th September 2025** until **March 2026**, customers will then support **Coates Primary School**.

Previously, Lincolnshire Co-op raised money for breakfast clubs through the Community Champions scheme. When the society opens a store in a new area, breakfast clubs can receive support and **Coates Primary School’s** breakfast club will receive a donation.

The store will offer a **wide range of services** to the local community including fresh fruit and veg, chilled wine and beer, freshly baked bread, groceries and a variety of meal options such as **COOK frozen meals**, plus **Costa Coffee Express** and **Tango Ice Blast** machines.

There will also be a Lincolnshire Co-op’s **Love Local** range for shoppers featuring high-quality products from local producers like **Grasmere Farm**, based in Peterborough, and **Elgood’s Brewery**, located in Wisbech.

Elizabeth Hammond, Coates Food Store Manager, said: *"We're thrilled to be opening our doors soon and become a part of the fantastic Coates community.*

"Our team have had time to bond by volunteering at Platinum Wood in Whittlesey and it's lovely to see everyone getting on so well with each other. We're looking forward to welcoming our customers into store on opening day!"

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For more information contact:

Jess Phillips, Communications Co-ordinator

07785 298 104

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.