

PRESS RELEASE

For immediate release

Great Western Air Ambulance Charity to open a seventh shop in Gloucestershire

On Tuesday 23 June Great Western Air Ambulance Charity (GWAAC) will be opening the doors to its seventh shop in Gloucestershire in the heart of Bishop's Cleeve near Cheltenham.

Special guest, Ann Carter, a former patient of GWAAC, will be giving a short speech and cutting the ribbon to officially unveil the new shop. A local part-time teacher and grandmother of four, Ann needed GWAAC after suffering a cardiac arrest at home in March 2024. She received early CPR and defibrillation from bystanders and ambulance paramedics, before being put into an induced coma by GWAAC's crew. Ann went on to make a full recovery.

GWAAC is inviting local shoppers to visit the new shop, meet the team and grab a bargain. Conveniently situated just a 15-minute drive from GWAAC's shop in Cheltenham, the new shop offers even more opportunities for Gloucestershire residents to support GWAAC's lifesaving work. Formerly a nursery, the space has been completely transformed into GWAAC's fourteenth charity shop across its whole region. It is located at 25 Church Road, Bishop's Cleeve, GL52 8LR.

"Our new shop offers local people a full range of pre-loved items from gifts to clothes to bric-a-brac. And it sits right in the heart of a community that sees the value in buying second-hand goods, reusing and recycling."

Debbie Edgell, Bishop's Cleeve Shop Manager, Great Western Air Ambulance Charity

More about the shop

GWAAC's charity shops provide an array of donated high-quality items while serving as vibrant hubs for community support of the charity's vital critical care and air ambulance service.

"The new shop will help raise awareness of the charity's lifesaving work in Bishop's Cleeve and raise much-needed funds to keep the crew flying and to ensure that they can continue to be there for those in need. I'm hoping that it will encourage people to shop local and support their high street. It will also mean that GWAAC becomes a household name for the communities we serve."

Jason Webster, Head of Retail, Great Western Air Ambulance Charity

The shop will be open from 09:00 to 17:00 Monday to Saturday. If you have any good-quality clothing, accessories and bric-a-brac donations that you would like to drop off, please leave them with someone at the shop during the day. You can find detailed information about the donations they accept [here](#).

If you are interested in volunteering for your local air ambulance charity's new shop, you can find out more by asking inside the shop, visiting the [volunteer page](#) on the charity's website or contacting GWAAC's Retail Volunteer Officer, Katie, at Katie.Goolden@gwaac.com.

About GWAAC

GWAAC provides the critical care and air ambulance service for 2.1 million people across Gloucestershire, South Gloucestershire, Bath and North East Somerset, Bristol, North Somerset, and parts of Wiltshire. 2025 was

GWAAC's busiest year on record, and it was a record year for call-outs in Gloucestershire for the third year running. 677 people in Gloucestershire needed the help of GWAAC's Critical Care Team, making up 29% of GWAAC's total missions across its whole region.

Each call-out costs around £2,200, and the charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

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Notes for editors

1. GWAAC provides the critical care and air ambulance service for 2.1 million people across Bath and North East Somerset, Bristol, South Gloucestershire, Gloucestershire, North Somerset, and parts of Wiltshire.
2. The GWAAC Critical Care Team consists of highly trained and experienced Critical Care Doctors, Advanced Practitioners and Specialist Paramedics in Critical Care, who bring the skill and expertise of a hospital emergency department to the patient.
3. 2025 was GWAAC's busiest year on record with 2,344 people in urgent need of medical care. GWAAC's Critical Care Team is needed by more than six patients a day on average and rushes to treat them by helicopter or critical care car. On average each mission costs around £2,200 to attend.
4. The charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

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