

Sidmouth Shop Takes Off Again

The Sidmouth Devon Air Ambulance charity shop re-opened on Monday 15 December (2025) following considerable refurbishment.

The shop has been closed for a month whilst major work has been undertaken to create a more exciting and functional space for customers, staff, and volunteers.

The interior is decorated in the charity's livery of red and blue and provides a really welcoming, and colourful space for customers. An interesting feature is the new changing room interior where, when customers enter, they find themselves in the cockpit of one of the helicopters... The new interior was designed and developed by the DAA internal retail team.

Gerry Lavis, shop manager, said, 'On behalf of my team and wonderful volunteers I am so pleased to open the shop again in time for Christmas, we have missed our customers and donors and we look forward to welcoming them back.'

Ann Ralli, Founder and Life President of Devon Air Ambulance, gave a short speech and cut a ribbon announcing the re-opening of this important community shop for the charity. Ann said:

I was delighted to cut the ribbon to announce our new refurbished Sidmouth shop. It is beautiful, with a warm and friendly atmosphere, with fantastic items for sale, as with all of our shops. And thanks to all our amazing staff and volunteers for working so hard as usual. Our shops are a thriving hub for our whole community, and they provide the vital funds for the continuation of our life saving service.