



Press Release

Immediate Release

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New Clothing Shop Launched at Cygnet Hospital Kewstoke

A new initiative designed to promote dignity, independence and creativity for patients has been launched at Cygnet Hospital Kewstoke on Beach Road.

“The Shop Upstairs” is a pop-up clothing space where individuals receiving support at the hospital can choose donated, reused and upcycled clothing items using a token system, helping them access essential items while also restoring a sense of personal choice during their stay.

The 71-bed Beach Road hospital, operated by Cygnet Health Care, provides emergency admissions services for men and women and offers a rehabilitation pathway for women, including a specialist service for personality disorder. The new shop aims to support patients who may arrive with very few belongings and provide them with the opportunity to select clothing that reflects their identity and personal style.

Clothing in the shop has been generously donated by staff and members of the local community, including the nearby church. Patients will be able to exchange tokens for items, with a general limit of two pieces of clothing per person to help maintain stock. Additional tokens can be provided where needed.

A voluntary charity donation box will also be available, with the chosen charity rotating based on service user feedback.

The shop will be run by service user volunteers and will also feature a creative “Mod Shop” space where patients can personalise or repair their clothing using sewing machines, patches, buttons and zips. The project aims to encourage creativity while also offering meaningful opportunities for volunteering and skill development.

Josh Jones, Regional Lead Occupational Therapist, said: “We are so excited to launch The Shop Upstairs, an initiative designed to support patients to choose their own clothes at a time when dignity, identity and personal choice really matter.

“The shop offers donated clothing that patients can select for themselves, helping restore a sense of autonomy and normality. From an Occupational Therapy perspective, these everyday choices and routines are meaningful occupations that support wellbeing, independence and self-expression.

“The space also has a wider purpose. By redistributing donated clothing, we’re helping reduce textile waste and support a more sustainable, circular approach to clothing.”

The shop will run alongside the on-site café and act as a small social space.

Josh added: “The project contributes to our vocational and volunteering pathways on-site, creating opportunities for people to gain experience, develop skills and be part of something purposeful.

“A simple idea with a meaningful impact which supports dignity, sustainability and occupation in practice. I’m looking forward to seeing how this project grows.”

The idea for The Shop Upstairs was developed by Francesca Cavaciuti, Recovery Education & Coproduction Lead at the hospital, working alongside the Occupational Therapy team and service users to bring the concept to life.

Josh said: “A huge thanks to everyone who donated clothing, our fantastic Occupational Therapy team and co-production lead Francesca Cavaciuti for her consistent enthusiasm, creativity and ensuring coproduction is at the heart of everything we do.

“By combining practical support, sustainability and opportunities for creativity, The Shop Upstairs aims to become a valued part of life at Cygnet Hospital Kewstoke while supporting patients on their recovery journeys.”