

Stagecoach West's Grand Day Out in partnership with Age UK Gloucestershire

Supporters of Age UK Gloucestershire were treated to a behind the scenes tour of Cheltenham's Everyman Theatre prior to enjoying a performance last week (Thursday 10th July) thanks to Stagecoach West's new Grand Day Out initiative.

In partnership with Age UK Gloucestershire, the Grand Day Out – an initiative entirely funded and organised by Stagecoach West - highlights places to visit and things to do when using an Older Persons' concessionary travel card (available to those age 66 years+) which gives the holder free unlimited bus travel on Stagecoach's network spanning the UK helping to highlight the important issues of social isolation and loneliness for older people.

The group from across the county enjoyed free bus travel to the Everyman Theatre in Cheltenham where they got a close-up look of the fully restored Frank Matcham designed auditorium, a peek inside the star dressing rooms and explored the fly floor high above the stage. The tour guide then took the group right into the heart of the theatre, under the stage, where the secrets of the trap doors were revealed, ending with inviting everyone onto the stage to take a bow.

After lunch, the group enjoyed an afternoon performance of Alan Ayckbourn's Just Between Ourselves before taking the bus back home. Age UK Gloucestershire's supporter and Grand Day Out participant stated: "We've had a great day, the tour was interesting and well-organised by the theatre, and the costume talk was fantastic! It's been lovely talking to everyone at lunch. Thank you to Stagecoach for putting this on!"

Chris Hanson, Managing Director, Stagecoach West said: " We are pleased to work in partnership with Age UK Gloucestershire to highlight the importance of tackling social isolation and loneliness for older people in our county."

"Our Grand Day Out initiative has been launched to remind those eligible to register for an Older Persons' Bus Pass, to jump onboard and start exploring - everything from cultural days out, city breaks, stunning countryside, visits to friends and family or holidays...the possibilities are endless!"

Applying for a bus pass is straightforward and can be done online or by post. You'll need proof of age (like a passport or driving licence), proof of address (such as a utility bill) and a recent digital photo. Details can be found [Here](#)

Jane Shute Head of Fundraising and Communications, Age UK Gloucestershire said: "We are delighted to have partnered with Stagecoach West on The Grand Day Out as it incentivises our supporters to get out and about using their concessionary bus pass. Using public transport not only helps older people stay active but it reduces the worry and stress associated with driving and parking. The Grand Day Out socially connected 14 Age UK Gloucestershire supporters with arts and culture who may otherwise not have been able to

access such an activity as well as each other. Reducing social isolation and loneliness is vital as it is proven to increase wellbeing in later life.”

Stagecoach West has other planned partnership activities with Age UK Gloucestershire this year.

ENDS

About Age UK Gloucestershire:

- Age UK Gloucestershire’s vision is to make Gloucestershire the best place in which to grow older. As a local, independent charity our mission is to help support people navigate later life, to remain independent at home and to connect socially and access activities in the local community.

For more information, visit www.ageuk.org.uk/gloucestershire

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About Stagecoach

- Founded in 1980, Stagecoach is the UK’s largest bus and coach operator, with a fleet of 8,400 vehicles connecting over 100 major towns and cities across England, Scotland, and Wales.
- With 25,000 people in our team, we’re deeply rooted in the communities we serve. We know how important it is to stay connected to the people and places that matter – and we’re proud to play our part in helping make every day journeys simpler, greener, and more reliable. It’s all part of our promise: we’ve got you.
- We work closely with partners to support greener, smarter, and more inclusive transport – helping reduce congestion, cut emissions, and boost local economies. Nearly 10% of our 8,400-strong fleet is now electric, and that number continues to grow as we invest in cleaner, more sustainable travel. As part of our sustainability strategy, we’ve committed to supporting local communities by donating up to 0.5% of profit before tax each year to charitable causes across the UK.

About Stagecoach West

- Stagecoach West delivers vital bus transport within Gloucestershire, Oxfordshire (including the Oxford Tube), Bristol, South Gloucestershire, Herefordshire, Swindon, and Wiltshire. As one of the UK’s leading bus companies, we have been offering express and local bus connections throughout the nation since 1980. Our services are a daily lifeline, facilitating access to work, education, medical facilities, shopping, and leisure.
- We take pride in being an integral part of people’s lives, whether it is a quick trip into town using our local routes or a longer journey to London on the Oxford Tube.
- Our enduring mission is connecting people and communities, but our impact extends beyond transportation. We support the economy, help cut congestion, improve safety on our roads, protect our environment, and contribute to a healthier nation.