

Barracloughs *Bulletin*

Farewell summer! We're heading into the final quarter of another different year...



Welcome Back!

WHERE DO WE BEGIN!

So much has happened since our last newsletter went out. Read on for the lowdown on all that's gone on at Barracloughs!

It feels very autumnal out there and summer seems a distant memory already! Hopefully you're managing to stay dry and more importantly staying safe. Things are definitely feeling a little more normal at the moment but as a healthcare setting, we are still asking customers to wear a face covering when visiting please.

However, our doors are now unlocked - if there are too many people in-store at any particular time, we'll just ask you to wait at the barrier inside the store.

We have welcomed some fantastic new members of the team in the past few months and other members of the team have stepped up to the role of manager! Read on to see what's been going on at Barracloughs...





Kate is loving her new role as store manager

Welcoming new managers!

Kate has been a loyal member of the Barraclooughs team for almost 12 years now, with many more years of optical experience which pre-date her time with us. We firmly believe it is this wealth of experience combined with her fantastic technical knowledge and solid relationship with her teammates which will prove Kate will continue to be a brilliant manager of your **Bexhill store**.

“I am really enjoying my new role which is made easy by such a fantastic team!” - Kate

Kate has thoroughly enjoyed serving the Bexhill community so far and has already come up with some great ideas to streamline procedures which, in turn, further improve the service offered.

Over at your **St. Leonards store**, we are also pleased to welcome Kelly as the new store manager! Kelly has been with Barraclooughs almost four years, making a huge impact on the team and customers alike, thanks to her consistently positive attitude, fantastic sense of humour and thoroughly efficient running of the store during her time there.

“We’re a small team in Silverhill but we all work so well together, it’s a lovely store to run!” - Kelly

Kelly has worked in the optical industry for 24 years so clearly has experience when it comes to dispensing and fitting the ideal frames and lenses to suit your lifestyle. Silverhill is a small but busy store, and Kelly is doing a fantastic job so far with ensuring the smooth day-to-day running of the practice!



Snazzy store snaps from Sarah!

Recently, we had our stores professionally photographed, courtesy of **Sarah Bennett Commercial Photography**. This was 18 months later than originally planned due to Covid, but we got there in the end!

It was an absolute pleasure to have Sarah visit our stores, not only is she fantastic at what she does, but she’s a lovely person too. Sarah deals in all aspects of commercial photography including product photography, food photography, business branding and creative management.

See more at www.sarah-bennett.com



SARAH BENNETT
COMMERCIAL PHOTOGRAPHY



On a daily basis, guide dogs give their owners so much more confidence and security as they go about daily routines which most of us take for granted. Not only that, they also provide some much-needed companionship and it's that companionship which has a hugely positive effect on their handler's physical health and mental health.



The most common guide dogs tend to be Labradors and Golden Retrievers but did you know that the original guide dogs were German Shepherds? In the 1930s, **Flash, Judy, Folly and Meta** were German Shepherd guide dogs assigned to four veterans who were blinded in the war. Since that day, more and more guide dogs have been trained to change the lives of the blind and partially sighted. When you stop to consider the responsibility these clever canines have, it really is absolutely incredible.

It costs around £55,000 to support a guide dog from birth to retirement, but this cost relies on funds mainly raised by public donations.

It can take **between 18 months to two years** for guide dogs to become fully trained and perfect those skills. From puppyhood the guide dog will live with a volunteer who raises them, teaches them obedience and house trains them. The puppies learn about the world around them, sights, smells and sounds, such as busy roads and using public transport. They attend puppy class and are taught to walk ahead on the lead and taught words like sit, stay, down and come.

After roughly 18 months the guide dog will be matched with the correct owner. **Things like walking speed, height, the person's eyesight and person's day to day life are all checked to get the best match.** Once matched the owner and guide dog train together for 4 weeks, training on the routes their person needs to know, to get to places such as the shops, work and home. If the training is successful, the owner hands over 50p and the guide dog is awarded with a white harness and their lifetime partnership begins! It is only 50p because anyone who needs a guide dog should be able to afford one - the 50p covers the legal transfer of the dog to the owner.



Celebrating 90 Years: Guide Dogs 90 Appeal

Incredibly it was in **October 1931** that the UK's first guide dog partnership qualified. Since that time Guide Dogs UK has transformed the lives of thousands of blind and partially sighted people. To celebrate this amazing milestone, Guide Dogs UK have been asking the public to hold fundraiser events in October. Whether it's walking 90km, playing 90 minutes of charity football or washing 90 cars, anything which raises for this very worthwhile cause will make a difference.

There's still time! You can [register for a free fundraising pack right here!](#)



We proudly partner with THCP for hearing care across all stores.



THE
HEARING
CARE
PARTNERSHIP

The health of your hearing, like your eyesight, is linked to your general health and wellbeing. Having a hearing assessment should be treated in just the same

way as having an eye test or a check-up at the dentist. The earlier we begin to look after our ears, the better your chances of keeping your hearing healthy as you get older. The statistics speak for themselves, **42% of people over 50 suffer from hearing loss, rising to 70% by the age of 70.** Our hearing sensitivity changes slowly over time, making it easy to miss the tell-tale signs: turning up the TV, missing words in conversations, and often a reluctance to take part in social events.

Missing a snippet of conversation here and there might not seem like a problem at first, but we're all social animals. We like to be around other people, and it's all too easy for anyone with hearing loss to stop taking part in social gatherings. The enjoyment is lost if you can't hear what's being said. Increasingly it is others around you who notice your hearing loss before you do. Take heed of what your loved ones are telling you. If they suspect your hearing is getting worse, don't dismiss them – [book a complimentary hearing assessment.](#)



MEET YOUR AUDIOLOGISTS

Stephanie Hedicker BSc, PGDip, Audiologist & Hearing Aid Consultant

"The dream when working in the NHS was always to be able to have time to spend with my patients, time for them to consider their options and understand their diagnosis. Finally I am able to have that time with my patients as their clinician, to assist them in their hearing journey whilst also having multiple diagnostics tests available to help facilitate this. I have always been passionate about 'Patient centred care' and finally I feel that I am fully able to achieve it."

Celeste De Freitas Audiologist & Speech Therapist

"I am absolutely passionate about providing the best service for all patients, improving their quality of life and their communicative abilities. I thrive on problem-solving and continual learning, always striving to improve myself. I believe the formation of authentic and empathetic relationships with patients is vital to genuine interaction and trust. My role as an Audiologist allows me to empower patients through a better self-understanding about their hearing and how hearing aids improve their communication and their links to family and friends, as well as improving brain networks."





JAMES RUNS HIS FIRST BRIGHTON MARATHON FOR DEMENTIA UK

On 12th September, our very own James completed the Brighton Marathon in aid of Dementia UK.

He was one of **more than 7,500 people** taking part in the 26.2 mile event, which starts at Preston Park and finishes close to Brighton Pier. The event was originally due to take place in April but was delayed until September due its size and the crowds it attracts.

“I wanted to run this marathon in aid of Dementia UK and to honour my nan who unfortunately developed dementia. It was a great sense of achievement finishing the marathon and raising money for a great charity. Now on to qualify as an optometrist and who knows maybe another marathon!”

James joined Barracloughs in 2015 as a qualified Dispensing Optician. During his time here his roles have included the position of manager at both our Seaford and Bexhill stores. Right now James is close to **completing his three years of training to become an Optometrist!**



We'd like to congratulate James not only on his success at the Brighton Marathon but also on his fantastic development within his optical career so far!



TOMATO GLASSES

Award winning frames for young faces

It can often be difficult to find frames to fit the special features of young children, particularly the fit of the bridge of the nose which is not fully formed during earlier years. It is precisely for this reason that Tomato Glasses CEO, Sungjoon Kim, developed a range of spectacles, having found it hard to source a well-fitting frame for his young son.

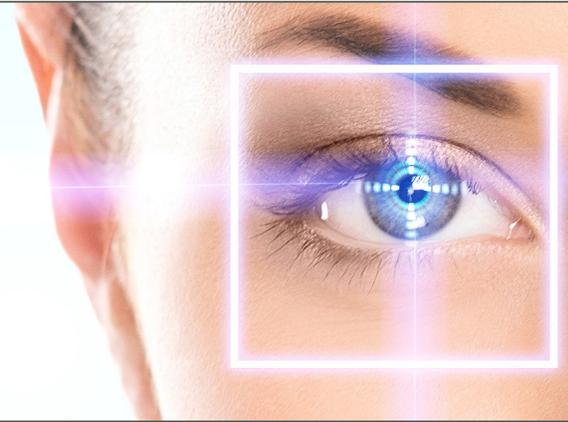
The Tomato collection caters for all manner of individual facial characteristics and can be especially useful for Asian type features as well as those with Down's Syndrome. Although the frame design centres around the bridge, other features include them being tough and flexible, hypoallergenic, having a bespoke side-fit and spare parts supplied. There are a large number of styles, sizes and fits in the range and all are available in a multitude of eye-catching, fashionable colours.

Purchasing spectacles for young children - particularly for the first time - can be a daunting experience, but the Tomato range gives parents confidence that their little ones will be able to see well, feel comfortable and look fashionable too!



CORNEAL DONATIONS

Giving the gift of sight



Believe it or not, corneal transplants have been around since the late 1800s and the procedure has been carried out routinely since the 1960s. Almost any organ or tissue donor can donate their corneas, giving the blind or partially sighted the chance to see once again.

Eye donation involves donating just your corneas – not your iris (which is the coloured tissue at the front of the eye). The cornea is the transparent part that covers the front portion of the eye, it's this area that allows light into the eye so that you can see. It's a tiny part of the eye but is hugely important for thousands of cornea transplants each year. Sometimes called a keratoplasty, or a corneal graft, a cornea transplant could give someone back the gift of sight.

4000 corneal grafts are carried out every year in the UK according to NHS Blood and Transplant and the eye banks are 21% below the level needed to supply hospitals*

When you register as an organ donor, you can choose to be a tissue donor too. Why not **register as an organ and tissue donor today**? The register is a permanent record of your wish to be a donor and can be updated at any time.



People with poor eyesight can still donate their corneas

Your corneas could be invaluable for saving someone's sight. Most people are able to donate their corneas when they die. As with other tissue donations, even people who may be unable to donate their organs can usually become cornea donors.

This is because not all of the restrictions that apply to organ donation are applicable to tissue donation. There is no age restriction for donating eyes, skin or bone.

- You can donate corneas up to 24hrs after you die
- People with most types of cancer can still donate their corneas
- Corneal donations won't delay a funeral or affect how the donor looks

NEW LAWS REGARDING ORGAN DONATIONS

The law changed in May last year to allow more people to save more lives. It will now be considered that you agree to become an organ/tissue donor when you die if you are over 18, if you have not opted out and if you are not in an excluded group.

However, it is still worthwhile **registering your decision** so that it is officially declared.

You can **read some case studies of corneal transplants** over on our website, thanks to **St. Wilfred's Hospice**.

*Sources: Nature.com, NHS.uk and NHSBT

Celebriteyes



WHO IS HIDING BEHIND OUR SPECS?

WIN!

A
£50
Barraclooughs
VOUCHER

Clue: A superhero with heterochromia

ENTER HERE

Closing date: Monday 8 November 2021. A winner will be picked at random from correct answers and notified via email.
Voucher is valid at any Barraclooughs store. Good luck!