

CHARITY IN FOCUS

SCIP: A FANTASTIC LOCAL ARTS CHARITY
WORKING WONDERS FOR THE COMMUNITY

CAREERS NEWS

WE TEAM UP WITH "INTO OPTICS"
TO DELIVER STUDENT WORKSHOPS

OUR KUDOS DAY!

ARE YOU AN EYE MOVER
OR A HEAD MOVER?



— & —
A HAPPY NEW YEAR

from all the team

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BARRACLOUGHS BULLETIN



Winter is a magical time of year, filled with twinkling lights and cosy nights. But it's also a time when our eyes can face unique challenges - from cold, dry air to increased screen time, let's keep our eyes healthy and happy this season. In this issue, we'll explore winter eye care essentials, offer advice on the most eye-healthy parts of your Christmas dinner and we'll look at what the Barracloughs team have been up to lately. Oh, and maybe a cheeky little competition... plus lots more!

WINTER 2024

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**READ
FEEDBACK!**

INTO OPTICS®

Into Optics® connects the next generation of eyecare professionals with the UK's leading independent and regional optical employers, shining a light on the wealth of unique career opportunities that exist within this vibrant area of our sector.



Towards the end of November, Barraclooughs teamed up with [Into Optics](#), to provide workshops to 6th Form college students in East Sussex.

The option of Optometry as a profession is not spoken about enough, and is often overlooked in favour of Dentistry or Medicine. It's a profession which carries an extremely varied role, with a host of unique areas to develop and progress even once qualified.



Gemma Drake and Leanne Casey from the Into Optics team

The response was absolutely incredible with students so engaged throughout the sessions. Some fantastic questions were asked and it has certainly made some students consider Optometry as a profession. We are looking forward to inviting those interested to visit our stores for a closer look and some behind-the-scenes tours!

During the workshops, we covered areas including:

- Eye health conditions and their treatments
- Ways to slow down myopia (shortsightedness)
- Advanced hospital-grade technology that we use
- Training pathways and duration
- Interactive breakout tasks
- Expected salary of an optometrist
- Plus a little about Barraclooughs as a business!

Into Optics is run primarily by Gemma Drake and Leanne Casey. Gemma is an early careers consultant specialising in optics and healthcare, with over 14 years of experience in the optical industry. She has worked with more than 25,000 students, supporting their transition into the workforce, and has collaborated extensively with employers, universities and professional bodies such as The College of Optometrists to elevate optics and STEM (Science, Technology, Engineering and Mathematics) careers.

Leanne is an experienced healthcare specialist with over 10 years' experience in patient support and administrative roles within childcare settings. Most recently, she served as an NHS healthcare visitor, managing patient records, coordinating care for mothers and babies, and demonstrating meticulous attention to detail in all aspects of her work. Leanne's strong background in healthcare administration, along with her commitment to efficient operations, makes her a valuable asset to the Into Optics team.



It was absolutely incredible to be supported by Gemma and Leanne who are not only amazing at what they do, but lovely people too! We can't even begin to describe how rewarding it was to witness a whole new world of options being presented to the next generation of clinical brilliance! We look forward to working together with Into Optics further next year. Please email careers@barraclooughs.uk if you're interested in meeting us to discuss a future career. [Read more on our visits here!](#)





KUDOS®

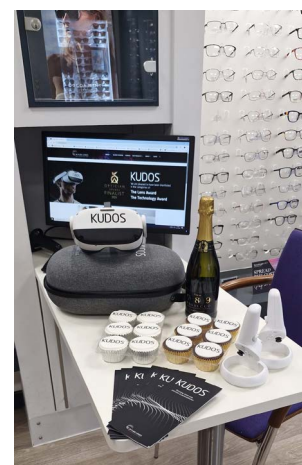
Elevating vision with precision & personalisation



At Barraclouchs we're committed to providing you with the best possible vision solution with no compromise. We've stepped that up a notch as we reveal that your Polegate store now exclusively offers the new KUDOS varifocal lens, personalised to your specific needs, offering truly superior clarity and comfort.

Are you a head mover, an eye mover... or both?

Some of us look at objects around us by moving our heads, others move their eyes to look, for some it is a combination of the two. By utilising advanced VR technology, we can accurately map your eye movements and interpret the dynamic nature of your gaze. This innovative approach not only allows you to experience the benefits of varifocal lenses first-hand before making a purchase, but it provides us with the data to create a lens that's truly tailored to you.



Recently, Sophia and the team held a KUDOS fun day, offering customers the chance to experience this cutting-edge technology. Many of you dropped in to try out the VR headset, chat to our KUDOS rep and enjoyed a little bubbly (and a cheeky cupcake!).

Seeing clearly: How low vision aids improve lives

For those with impaired vision, everyday tasks like reading or watching television can become major hurdles. Low vision aids, such as magnifiers and illuminated magnifiers, can make a dramatic difference in maintaining independence and enjoying life to the fullest. We offer a great range of magnifiers:

Handheld magnifiers: Portable and convenient for quick tasks like reading labels or menus.

Stand magnifiers: Rest these on the reading surface, providing stability and freeing up hands for other tasks.

Illuminated magnifiers: Combining magnification with a built-in light source, these aids are particularly beneficial for those with low vision due to [age-related macular degeneration](#), [cataracts](#) or other conditions. The added light enhances contrast and reduces glare, making it easier to see details and reducing eye strain.



Low vision aids offer more than just improved vision. They can:

Boost confidence & independence: Regain the ability to perform everyday tasks without relying on others.

Enhance social engagement: Participate in activities like reading, playing cards or attending events.

Improve overall well-being: Reduce frustration and isolation associated with vision loss.

Low vision aids can be life-changing for those with impaired vision. By improving clarity, contrast and reducing eye strain, these devices empower individuals to live more fulfilling and independent lives! Visit us to find out more.

Barraclooughs TEAM NEWS



Kathrine is your new Assistant Store Manager in Battle!

We're excited to announce that Kathrine has become Assistant Store Manager for our Battle store! Upon joining the team, since day one Kathrine has displayed efficiency, professionalism and quite simply, a fantastic attitude towards her role and we're so happy to see her developing her skillset moving forwards.

"When I first joined the Barraclooughs team, I knew I needed to be focused on providing exceptional customer service and helping you find the perfect eyewear. Over time, I realised how much I loved not only connecting with customers but also

supporting the Battle team and the wider team at other locations. I'm excited for what the future holds as I step into my new role of Assistant Store Manager, and continue to help my team succeed and create a welcoming environment for all of our customers!"



Avril celebrates 25 years with Barraclooughs!

December saw Avril hit the incredible 25 year milestone of working at Barraclooughs!

We sincerely thank Avril for her loyalty and for all the help she provides to the group and our customers, week in, week out. With those years comes a fantastic wealth of knowledge of the job - and Avril is called upon by many members of the team for help and advice. Clearly cherished by the team and by so many customers too, we are sure many of you are reading this with a smile on your face! 25 years is an incredible achievement - the business is very grateful for all Avril has done to support it over the years!





Winter Essentials

Protecting Your Vision & Hearing

That winter sun! Even though it's not hot outside, the sun's rays can still damage your eyes. Wear sunglasses that block 99-100% of UVA and UVB rays. We stock quality sunwear at all stores.

Keep your eyes moist: Winter air is dry, which can irritate your eyes. Use lubricating eye drops to keep them moist. We recommend Thealoz Duo or Thealoz Duo Gel eye drops. We also offer Zspray for those who just can't get on with drops! The ideal stocking filler we say!

Take breaks from screens: Staring at screens for long periods can lead to eye strain. Take breaks every 20 minutes to rest your eyes. The Christmas cat videos will still be there when you return.

Wash your hands frequently: This will help prevent the spread of germs to your eyes.

Protect your ears from the cold: Wear a hat or scarf to cover your ears when it's cold outside. That bitter air can really give you earache.

Avoid loud noise: Loud noise can damage your hearing. Wear earplugs or turn down the volume when you're in a noisy environment. If it's Christmas karaoke time, try not to see too close to the speaker.

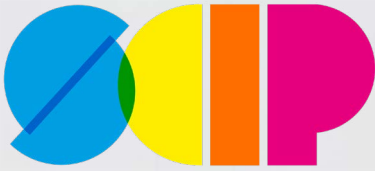
Clean your ears properly: Use a damp cloth to clean the outer part of your ears. Don't use cotton swabs, as they can push earwax further into your ear canal and cause damage.

Drink plenty of water: If you're partial to a mulled wine or a Bailey's during the festive season, remember to drink water too. Staying hydrated will help keep your eyes and ears healthy.

Get enough sleep: Sleep is important for overall health, including the health of your eyes and ears. Don't stay up too late watching The Holiday - but if you do, give yourself a nice lie in!

Above all, never put off your routine sight exam. Get your eyes checked once a year or every two years to ensure they are healthy.

By following these tips, you can help keep your eyes and ears healthy all winter long!



SUSSEX CONTEMPORARY ILLUSTRATORS & PRINTMAKERS (SCIP) IS A REGISTERED CHARITY SUPPORTING THE COMMUNITY'S WELLBEING BY PROVIDING ACCESS TO THE ARTS AND CREATIVE EVENTS IN SUSSEX

SCIP is an arts charity dedicated to breaking down the barriers which stop people from accessing the arts in the community, they do this by providing workshops, exhibitions and events from their home The Crypt Gallery in Seaford.

Their team is passionate about contemporary visual arts, and believe art can be a powerful tool to support individuals wellbeing and bring together entire communities.

SCIP provide opportunities for children and young people to explore their own creativity by providing free art workshops and family friendly events throughout the year.

They're passionate about providing their youth workshops for free as we believe that every child should have access to the arts regardless of family income.

They meet monthly and explore new art techniques and materials, and invite professional creative practitioners to visit and teach new skills.

Barraclooughs proudly sponsor SCIP, supporting their children's and youth service's. Visit their website to learn more and see what exciting events are coming up:

www.wearescip.co.uk

SCIP's every day operations and project delivery is run by a team of three, Josie, Alice and Sophie!

They are creative professionals in their own right and work hard to make SCIP's vision a reality. They are normally the ones on the end of an email or running a workshop at The Crypt!



BREAKING DOWN BARRIERS

SCIP want to break down some of the barriers which stop people from accessing the arts, and create welcoming, and inclusive creative experiences for everyone. They understand and value the positive impact having access to creative opportunities can have on mental health, confidence and social development for all ages.

SCIP YOUTH

Their [SCIP Youth programme](#) has been designed to help us learn what culture means to young people in the community. SCIP give them a voice and opinion in developing their creative programme, workshops and event ideas.



INTERESTED IN VOLUNTEERING?
Email volunteer@wearescip.co.uk



UNLOCKING SUCCESS!

In December, a third of the workforce set off to Telford for our annual retreat. We love having the opportunity to be exposed to such positive messages from truly inspirational, world class individuals, celebrities and speakers. It's safe to say that all who attended are still buzzing from the incredible motivational guests and the fantastic atmosphere (plus the Comic Con themed party!).

This year focused on unlocking success, which clearly resonated with all attendees, and especially all of us! It's too easy to feel overwhelmed by life's demands these days, finding that ideal balance between work and home is tough at times. Thankfully, this weekend away was the perfect environment to disconnect from the daily grind, switch off from work and enjoy some team time together, ultimately leading to us all leaving with a truly positive mindset.

The event was hosted by comedian Justin Moorhouse and featured guest speakers **Sally Gunnell OBE**, **Jake Humphrey DL**, **Dame Laura Kenny** and **Theo Paphitis**. Other motivational speakers at the event included [Jez Rose](#), [Steve Head](#) and one of our old favourites, [Dr Andy Cope](#) (AKA Dr Happy).



A Bright Christmas...

How Your Festive Food Boosts Eye Health



The Christmas season is a time for joy, family, and of course, delicious food! But did you know that your Christmas dinner can also be a feast for your eyes? Let's explore some of the most eye-healthy foods you can enjoy during the festive period.

Turkey: A zinc-rich delight, turkey can help reduce inflammation and protect against night vision problems.

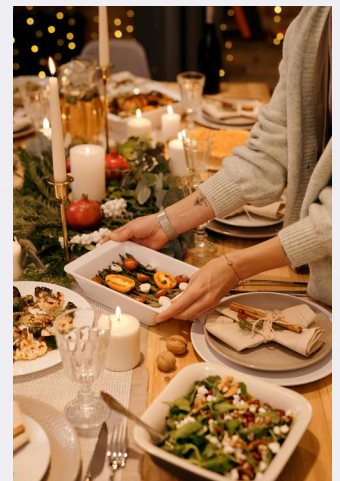
Cranberries: These tart berries, packed with vitamin C, can help combat age-related macular degeneration (AMD) and cataracts.

Salmon: A rich source of omega-3 fatty acids, salmon can improve overall eye health and reduce the risk of AMD.

Brussels Sprouts: Love them or hate them, they are packed with antioxidants like zeaxanthin, which can protect against blue light damage and AMD.

Carrots: A classic for a reason, carrots contain beta-carotene, which converts to vitamin A and supports healthy vision.

Nuts and Seeds: A handful of nuts or seeds, like almonds, walnuts and sunflower seeds, can provide essential vitamins and minerals for eye health.



So, as you indulge in your festive feast, remember that these delicious foods can also contribute to your long-term eye health!



Team Christmas Jumpers!



Save the Children





Have you seen our fantastically festive team posters yet? If you can spot the one person who *doesn't* work at Barracloughs, you could win yourself a £200 Barracloughs voucher!

Submit your answers at the link below. One entry per person please. Thanks for taking part!

www.barracloughs.uk/win

By entering our competition you agree to us processing your information securely. We will not share your details. You will receive one follow-up email to confirm your entry and another email on Tuesday 7th January to notify you as to whether or not you were a winner.