

NEW WEBSITE LAUNCHED!

Welcome to this latest edition of The Church Street Chronicle. The last edition has been a great source of conversation in recent weeks, and thank you to the many readers who have commented on the last edition, I'm pleased to know that so many of you are enjoying reading our monthly updates from C&R! And please remember that you are more than welcome to share your copy of the newsletter with friends and relatives.



Happily this past month or so has passed without too much incident but as usual there's been lots happening at C&R. Perhaps our biggest achievement last month was the launch of our brand new website! Our previous one had served us well for the past 5 years but it was time to freshen things up and bring it up-to-date to reflect our new brand identity and of course to reflect the changes to the practice in recent years. We must say a big thank you to our lovely clients Kath Godlington, Marie-Anne Beere, Dr John Wilson,

Joy Turner, Kate Davidson, and Patricia Matthews who gave up their time to help us record new client testimonial videos for our relaunched website. I should also mention Tracy who very kindly offered to record a testimonial but was unwell on the day (hope you're feeling better now Tracy.) We closed the practice for the day to allow for the filming, and the team had a great time playing host to our distinguished guests. There was a great atmosphere in the practice (probably helped by the free flowing Prosecco!) and

everybody had a very enjoyable day. Our videographer John Macedo was his usual calm and professional self, helping to put our guests at ease in front of the camera (myself included), so thank you John for making the whole experience as effortless as possible. The new videos are currently being edited and should be uploaded onto the new website by the end of October/early November. You can find us at www.clarkeandroskrow.co.uk.

As well as recording new videos for the website, September saw me heading off to Ghent in Belgium for a couple of days at the beginning of the month, and ended with me taking the entire C&R Team to Paris at the end of the month, with a conference in Liverpool and a day-trip to London being squeezed in between!





Regular readers will know that SILMO Paris, which is the premier optical trade show in Europe, brings together the world's best and finest eyewear designers and manufacturers under one roof for four days every year to showcase the best of international eyewear. Given my recent experience in France, the pressure was on to make sure I didn't put the team in danger or lose anyone along

the way. I'm pleased to report that my role as a tour guide was successful, the trip passed without incident and I didn't lose anyone over the three days! We met some amazing people, discovered new collections, and some very exciting new frames are being made just for you as we speak! New and exciting eyewear will be arriving before Christmas!



EYEWEAR WARDROBES

Have you ever wondered where to keep your glasses? If they're not on your nose then the best place to keep them is in their case. But what if you have more than one pair? Many of you already know that being an eyewear aficionado I have multiple pairs of glasses, and I know many of you are gradually accumulating multiple pairs for all the different activities and occasions you and your eyes might find themselves in. In other words we're accumulating a wardrobe of eyewear. The top-drawer of

my own bedside table is full of spectacle cases, which led me to the idea of creating an "Eyewear Wardrobe", the perfect place to safely keep multiple pairs of spectacles; at a glance you'll be able to see your glasses and sunglasses and choose which frames you're going to wear that day. And I'm pleased to announce that our very own four-piece Eyewear Wardrobes (£65) are winging their way from Italy to our shores as we speak. The Eyewear Wardrobe is an elegantly simple solution for getting the most from your



eyewear and prolonging the life of your glasses. Our opening delivery is for just 10 Eyewear Wardrobes so get yours while stock lasts!

INTRODUCING... DAVE!



Team member Jason and his partner have recently rehomed Dave the French Bulldog from Animals in Need, a family run animal shelter in Irchester, Northants. "He's a year old and a cheeky little chap who loves his food, his ball and plenty of fuss! Like other shelter animals, his background is unclear, and he comes with a few "issues" and challenges to work through but he's certainly worth it!" says Jason. "We've always wanted to rehome a dog but had to consider the impact on our other pet, Florence the rabbit..." Jason explained, but "...he's settling in well and Florence and Dave are slowly getting used to each other, but we never leave them unattended and they're separated by a pet gate. Making sure they're both safe and happy is our number one priority." Good luck Jason and welcome to the C&R Team Dave!



DON'T DO A PHILIP THIS WINTER!

Last January Prince Philip was involved in a car accident when he pulled-out from a junction and collided with another vehicle. Thankfully nobody was killed or seriously injured, but interestingly, one of the excuses allegedly given by the Prince was that he didn't see the other vehicle because he was dazzled by the low winter sun. Other reports also suggested that the Prince wasn't wearing his glasses at the time.

Either way the story highlights the importance of having good vision when driving, and the importance of wearing polarised sunglasses when driving in low winter sun. Contrary to common belief, sunglasses are not just for the summer! Polarised sunglasses can help to reduce unwanted glare and reflected light, which can be more of a problem during the autumn and winter months due to the low position of the winter sun.

This unwanted glare can affect our ability to see hazards and obstacles on the road ahead of us (as allegedly reported by Prince Philip!)

Our preferred lens partner Carl Zeiss Vision has produced an everyday spectacle lens solution, Zeiss Drivesafe, specifically designed to meet the vision needs of people who want to feel safer and more comfortable when driving. Zeiss Drivesafe lenses are available in both single vision and varifocal lens types, as well as clear,



photochromic (light adaptive) and polarised sunglasses.

To help us promote safer driving this winter, and to support Road Safety Week in November, all Carl Zeiss Drivesafe lenses will attract a **30% discount** for the month of November. That could be a saving of up to £135 for single vision lenses or £200 for varifocal lenses. And, as an added bonus, all Drivesafe polarised sunglass lenses will attract an additional £80 off!

So, don't do a Philip, make sure your eyes and glasses are "winter-ready" and be confident, more comfortable and safer when driving this winter.

SPECIAL OFFER! 30% OFF ALL ZEISS DRIVESAFE LENSES!

SAVE UP TO £135 ON SINGLE VISION LENSES OR UP TO £200 ON VARIFOCAL LENSES! PROMOTIONAL OFFER* AVAILABLE BETWEEN 1st-30th NOVEMBER 2019. CALL US NOW TO BOOK YOUR APPOINTMENT ON 01858 462996 OR EMAIL HELLO@CLARKEANDROSKROW.CO.UK

*Zeiss Drivesafe promotion only applies when lenses are purchased as a complete pair of spectacles (frames and lenses). Promotion does not apply to reglazes. Offer only valid on presentation of this voucher or newsletter.



Refer A Friend Competition

Time is running out to enter this year's Refer A Friend competition. As a Thank You for recommending Clarke & Roskrow Styling Opticians to your friends and family we're giving away a prize that will take your breath away! See the competition flyer enclosed with this edition of the newsletter for more information. The competition deadline is 31st December 2019. There's no limit to the number of friends or relatives you recommend us to, so the more you recommend the more chance you have to win! Good luck!

Thank You!

A massive "Thank You" to all of you who attended for a sight-test during September, helping us to raise over £1,000 for VISTA, the charity for Leicester, Leicestershire and Rutland that supports people living with sight-loss. National Eye Health Week was at the end of September, an important

week in the nation's health calendar, raising awareness of the importance of eye health and attending for regular sight-tests. To promote National Eye Health Week we've donated the proceeds from our Optical Coherence Tomography (OCT) scanner to VISTA, so thank you to those of you who not only invested in your own eye health in September but also helped to support those living with sight-loss.

Clarke & Roskrow – Your Flexible Friend!

At Clarke & Roskrow Styling Opticians we aim to provide an effortless eyewear experience. We want to help you get the glasses you want and that are the best for you without compromise or delay.

Earlier in the year we introduced flexible payment options, which has proven to be hugely popular. So if you've

been wanting to invest in a new pair of glasses, or you're keen to have an additional pair, or have those sunglasses you've been promising yourself to get, if you want those glasses for a special occasion, or you simply fancy treating yourself to a new look, then the flexible payment option enables you to get what you want and spread the cost over a period that makes it more manageable. With no strings

attached! No credit checks, no interest payments, no hassle. All just part of the Clarke & Roskrow experience! For more information see the flyer enclosed with this edition of the newsletter.



The Church Street Chronicle is a monthly(ish) conversation about life as it looks from the helm of Clarke & Roskrow Opticians. I believe in relationships and am working hard to build our practice based on lasting and loyal long-term relationships with our clients. Your feedback is invaluable.

I'm extremely interested in what our clients have to say and I enjoy responding to the comments. Please send your thoughts and comments on what we're talking about to hello@clarkeandroskrow.co.uk.

I try to rise to the mammoth challenge of making every newsletter a riveting read. If I've failed in your eyes to do that and you would rather not receive our newsletters please email hello@clarkeandroskrow.co.uk or telephone us on 01858 462996. Thank you.