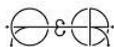


CLARKE &  
ROSKROW

ESTD STYLING OPTICIANS 1974



# THE CHURCH STREET CHRONICLE

Volume 6 Issue 5

## Cummings & Goings.

As I type the copy for this latest edition of the Chronicle the furore around the PM's Chief Advisor Dominic Cummings continues. His 60-mile round trip to Barnard Castle, Co. Durham, to test his eyesight (allegedly affected as a result of succumbing to COVID19) has left me scratching my head in bewilderment for several reasons. Firstly, he had his wife and child in the car. Now, I'm no genius, but if I was concerned about my eyesight, I wouldn't put the two most important people in my life in the car with me if I thought I couldn't see well enough to drive. Secondly, he could have asked his wife to drive & he could have checked his vision from the comfort of the passenger seat, without being a danger or menace to himself, his family, or other road users. Thirdly, why even get in the car in the first place? They were self-isolating on a remote farm, where he could easily have measured the required distance of 20.5m to see if he could read a number plate. And most baffling of all, if he was concerned about his eyesight why not call an allied health professional who could provide him with expert clinical advice and guidance? If only there was such a person available, I don't know, someone like an Optometrist maybe? A quick Google search tells me there are three Opticians in Barnard Castle alone, I'm sure at least one of those practices would have been able to offer him good, sound, professional advice. As if this wasn't bad enough, the attempts by Michael Gove to double down on the matter by defending Cummings' actions on national TV the following day by admitting that he too had, on occasion, driven a car in order to assess whether his vision was impaired enough to not get behind the wheel left me speechless! Whilst Mr Gove admitted he was "no authority on automotive matters" it would also appear that neither he nor Mr Cummings have an ounce of common sense! Not to be left out, BoJo has also reported that his eyesight was affected by COVID19, and so found Cummings' story "entirely plausible", yet research from Wuhan found that conjunctivitis as a side-effect of COVID19 was rare, with somewhere between 1%-3% of patients affected. BoJo and Cummings' both having eyesight problems after

coronavirus – what are the chances heh? Whether Cummings gets the chop remains to be seen, but if he does I'm sure he'll have a bright future ahead of him, possibly as a panellist on *"Would I Lie To You?"*.

If you are concerned about your vision, don't do a Cummings! Just call us on 01858462996 or email



[hello@clarkeandroskrow.co.uk](mailto:hello@clarkeandroskrow.co.uk) and we can offer you friendly, expert & professional advice and guidance.

## Not Long to Wait Now!

*In case you're not receiving our email updates, here's an email from a few weeks ago; if you've already seen it that's great, reading it a second time should be just as enjoyable & reassuring!*



"Whilst 'no', 'sorry', and 'can't' are the norm for typical customer service everywhere, I challenge the team at Clarke & Roskrow to always say 'YES' and use their brains and

passion and determination to find solutions for our clients. And they're very good at it.

So, while there's lots of confusing guidance from the government and media, you can rest assured that at Clarke & Roskrow we are being our independent-minded selves and finding practical solutions for you.

### **First, here's what hasn't changed:**

Our mission is to help you look good and feel great in glasses. We will continue to do that with our unique blend of amazing independent eyewear, unrivalled optical expertise, and customer service that is personal and makes your day.

The Clarke & Roskrow team are more passionate than ever about providing you with truly individual service and taking time to tailor-make an experience for you.

For the past 6 years Clarke & Roskrow has always been...**different**.

Our 'unusual' ways came about through my efforts to create the best possible experience for you. We have never looked or acted like your typical opticians.

We replaced the painful trial-and-error browsing of frames on racks with a sit-down, guided eyewear selection process that is far more enjoyable and effective at helping you find the perfect frames.

We offered clients appointments for everything so rather than just turning up and having to wait, we're expecting you when you arrive and ready and waiting to wow you.

We set appointment times that are more than twice the industry average because we found that to provide truly individual service that gets the best results we needed to invest extra time with every client. So, we were happy to see fewer people in a day in order to be able to do superior work.

**Maybe someone upstairs is looking out for us, or maybe it is just dumb luck, but it turns out that every single aspect of how we work is now considered as pandemic-proof as you can get!**

All the advice and social distancing requirements are perfectly aligned with what we already do.

All businesses will now need to control the flow of people through their business. They will need to create careful choreography for the customer journey. They will need to sacrifice volume in order to do a better job of looking after their customers. They will need to slow down a little and be more thoughtful about how they operate.

Thankfully, we already do **ALL** of this, and we've found over the years it is a more enjoyable way to work and it's the reason we have such a good relationship with our clients. So, we're grateful to be in a good position going into Phase 2 of the lifting of lockdown.

That said, we are also making changes and improvements so that we can look after you as best as possible when you visit Clarke & Roskrow Styling Opticians, as well as providing a safe working environment for the team.

We'll continue to keep you updated as we go.

### **Here is the latest:**

So that you can feel reassured that we are thinking of your safety and well-being, here's what we're implementing so far:

**Lovely Hand-Sanitisation Station** as you enter reception. We've invested in these beauties to make it easy for you to keep your hands clean when you come to see us. They are a company that normally produce phone charging stations and they have pivoted to providing hand sanitising solutions. Smart!



**WHO approved 70% ethanol hand-sanitiser** from Harborough-based *Union Distillers*, makers of Two Birds Gin. This hand sanitiser is unfragranced, so we won't smell like a hospital department, GP or dental surgery. We'll also be using the same WHO approved sanitiser to clean worktops, tables and other hard/frequent touch surfaces throughout the day. Just don't try to drink it!



**Sneeze Guards for Eye Exam and Eyewear Styling Tables.**

These custom-made, ultra-stylish perspex cough/sneeze guards are the last word in keeping you and

us all safe while still being able to enjoy the interaction with a member of the C&R team. These screens are 100% compatible with smiles, eye contact, and even laughter and will allow us to continue to be human beings! Produced by Shane Cross at **Jim Watts Signs** in Market Harborough.



**Face Masks for the Team and You.**

Let me be clear. Eyewear will always be the most important accessory for your face. Nothing will change that. Matching frames to faces and personalities is our holy grail. Nevertheless, for the time being we are going to add a face mask into the list of 'must-have' accessories for the season.

Our Optometrists Anthony and Vikesh will be wearing traditional-looking surgical face masks, the type you'll be familiar with when visiting your dentist. A full-on riot shield face visor isn't clinically necessary, as we shouldn't be seeing anyone who is suspected of having or is confirmed as having COVID19 - sorry folks, but you need to be somewhere else! But, full face visors are available and we'll be happy to wear one if it makes you feel more comfortable (although the full face mask may make certain assessments/examinations almost impossible to perform - we'll advise you if this is the case).

The non-clinical team will also be sporting a face mask for any portions of your visit where they need to get closer than 2 metres to you. Being a benevolent boss, I've treated them to some funky-looking face masks from "LA Apparel" in Los Angeles, California. Well, if you've got to wear these things, then you've got to do it with style and

panache!

If you need a face mask when you visit us, we'll be happy to give you one of our traditional face masks to wear and take away (but you must dispose of it responsibly please when you get home, they're not reusable).

It is a travesty when our clients are so attractive, not to mention the movie-star good looks of the team, to cover up a perfectly nice mouth and nose. But we'll be going through this together. Your eyewear game will need to be good in the coming months because your eyewear will have to do the heavy lifting for the rest of your face. Your choice of frame will instantly say something about you to others. It will communicate who you are, your sense of style and personality. We can help in this regard.



**Little Extra Touches.**

I mean, 'No-Touch' Extra Touches... sigh, it is a complicated world!



We like to build little extras into the Clarke & Roskrow experience and that's why we've ordered branded Clarke & Roskrow hand sanitiser to give you as a little memento of your visit. The credit card shaped bottle is perfect for keeping in your bag or in your pocket and will always be there for you when you need to freshen up your hands. Apparently, hand-sanitiser will be as valuable as bars of gold in

the new normal, so this is a significant bonus just for taking a trip to the opticians. And it's WHO approved, so no cheap, ineffective imitation hand sanitiser here folks!

## Tea, coffee, Prosecco and beer!

Our reputation for serving delicious beverages for you to enjoy with your sight-test and Eyewear Styling Consultation is almost as great as our reputation for niche eyewear, professional expertise and world-class customer service.

Under the circumstances though, we understand that you might think twice about having that Italian-blend espresso, or a refreshing TeaPigs lemon & Ginger tea. So, we are temporarily removing our drinks service as a standard part of the C&R experience.

We're looking into sourcing recyclable and responsibly sourced paper cups, but if you would still like to enjoy a drink on us, why not bring your own travel mug or similar drinking vessel-we'll happily fill it for you!"

## We're Back! Now Taking Appointments!

After what seems like a lifetime, I am pleased to announce that we now have two members of the C&R team at



your service, including yours truly! This means that from the **8<sup>th</sup> June** I'll be available for clients who feel that their vision and/or prescription has changed or who require new/replacement glasses or prescription sunglasses.

We are following the advice to continue to suspend all routine examinations (where you feel everything is fine and you're unlikely to require an update to your glasses.) When we're given the go-ahead to resume routine appointments we expect demand to be high, in fact I think we'll be second only to hairdressers and barbers in popularity, so if you would like to get your name on our appointment list then please "raise your hand" and call us on 01858462996 or email [hello@clarkeandroskrow.co.uk](mailto:hello@clarkeandroskrow.co.uk) and we'll be happy to help.

So that we can look after you as safely and as comfortably as possible, and maintain safe social distancing measures, we're working by appointment, so please call or email ahead. We're very excited to be able to welcome you back!

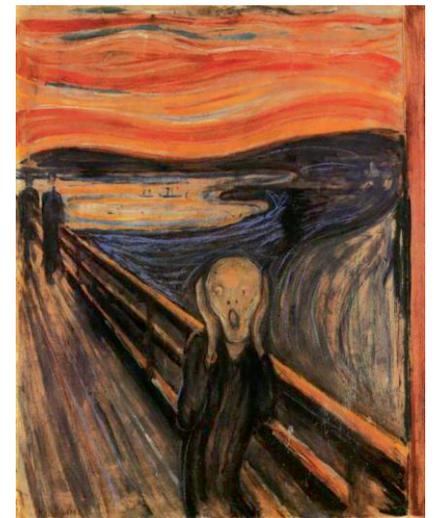
**Not receiving our email updates? Sign-up here at [www.bit.ly/opticianemailsignup](http://www.bit.ly/opticianemailsignup)**

## And finally...

Spare a thought for some of the world's finest pieces of art, which may themselves need social distancing measures put in place to preserve them.

Edvard Munch's *The Scream* is an icon of modern alienation and isolation (sound familiar?) Munch painted four versions of the masterpiece, the most famous of them, painted in 1910, lives in the Munch Museum in Oslo.

The painting, with its vivid bright yellow brushstrokes, is starting to fade, turning to a more off-white colour. Normally, deterioration like this can be attributed to a gallery's atmospheric conditions such as temperature and lighting for example. But according to a study by an international team of scientists, this isn't the issue.



Damage to this painting can be blamed on excess humidity, a condition apparently caused by art lovers breathing too close to its surface. Professor Koen Janssens, who took part in the study, explains "when people breathe, they produce moisture and they exude chlorides. In general, with paintings it is not too good to be close too much to the breath of all the passers-by."

The Church Street Chronicle is a monthly(ish) conversation about life as it looks from the helm of Clarke & Roskrow Styling 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. I enjoy responding to the comments, and I enjoy writing it!

Please send your thoughts and comments on what we're talking about to [hello@clarkeandroskrow.co.uk](mailto: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](mailto:hello@clarkeandroskrow.co.uk) or call us on 01858 462996.