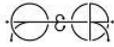


CLARKE &  
ROSKROW

ESTD STYLING OPTICIANS 1974



# THE CHURCH STREET CHRONICLE

Volume 6 Issue 6

## WELCOME BACK!



At the beginning of lockdown I sent out an email quoting Charles Darwin: ***“It’s not the strongest of the species who survives, nor the most intelligent who survives. It is the one that is most adaptable to change.”*** Doesn’t the start of all of this seem like a long time ago? And yet, here we are some four months later, still communicating with you via the pages of this humble periodical. And you, yes you, how well are you doing? You’ve adapted to this new situation; you might not like it all that much but you’re adapting, you’re living in the “new normal”, staring down the challenges that COVID19 has thrown at you, and you’ll continue to adapt. So, welcome back, we knew you could do it!

If someone had told me at the beginning of 2020 that we’d have to close our practice for 12 weeks because of a global pandemic; that I would have to furlough my team for three months; that my children would effectively finish school at the end of March and not see their teachers or classmates until September (at the earliest!); that my wife Karen would add “surrogate teacher” to her ever expanding list of unpaid job roles; that our planned summer holiday to Almeria would be cancelled; that I would only be seeing only a fraction of the number of clients I would normally be seeing, I’d have said (a) You’re crazy! and (b) how on earth would

we manage to live through all of that? And yet we have and we continue to do so. We don’t give ourselves enough credit for our ability to adapt to new situations, possibly because they usually come about in a slow and gradual manner, we have a bit of time to think things through and get used to the idea. But COVID19 has changed all of that. We had to change our entire way of living in a heartbeat. And that can be hard, really hard. But it’s amazing at just how resilient we really are and how we’re able to adapt to circumstances and make the best of things. We’re made of tougher stuff than we think, and that’s an important lesson for us all to take away from this whole situation.

One of the team told me recently that a friend of theirs had described their return to work as a “leisurely, gentle, gradual return”. And they asked me why they hadn’t experienced a “leisurely” day at work since starting with me two years ago. They were joking of course. They also know that businesses that are just going with the flow right now, being “leisurely” or just keeping their fingers and toes crossed that things will just get better all by themselves, are just “leisurely” going out of business. We all put ourselves under pressure to perform at the highest level at Clarke & Roskrow because we genuinely want to “WOW” our clients. So, although we’re working at reduced volumes, and only seeing 6 or 7 clients per day, it is a world away from “leisurely” because we want to take care of every detail for every client and provide the best possible experience. We don’t always get it right, but that’s what we strive for each and every day. The illusion that we create is that Clarke & Roskrow is a calm, relaxed, comfortable, enjoyable and delightful place to visit; that is how it’s supposed to feel for you, our clients. The team, on the other hand, appear as though they are swans gliding effortlessly across the water, while under the surface they’re paddling like hell! And that’s the buzz and thrill we get as a team, crafting a unique experience for you each and every day. While other businesses might still have their heads buried in the sand or are caught in “go slow” mode, the C&R Team are back at work doing what they do best, working extremely hard and striving to delight our clients. And the best thing of all? We’re loving being back!

You can visit our “Welcome Back” video to see the changes we have made to make your visit to Clarke & Roskrow Styling Opticians comfortable, safe and the highlight of your day! See the video on YouTube at <https://youtu.be/pmaUekofqpw> or on our website <https://clarkeandroskrow.co.uk/blog>

## HOWZAT!

This is the word that summarises lockdown in the Clarke household! Just two syllables that, when shouted at maximum volume, means only one thing; victory as a wicket is claimed by one sibling over the other, and utter devastation for the sibling on the receiving end! And usually stuck in the middle of these competitive young gladiators is me, the proud and loving father who has to play the part of impartial umpire.

For those of you unfamiliar with England’s third most popular sport after football and rugby, “howzat!” is the word exclaimed by a fielding cricketer(s) when appealing for or claiming a wicket (getting an opponent batsman out). Already, I know I’m on a losing wicket (do you like what I did there?) with some of you, so I’ll try to reign in the cricket lingo from here on in, but the exclamation is a shortening of the more formal “How’s That?”, which would have been asked of the umpire by the fielding team when appealing for or claiming a wicket. It is often shouted with great enthusiasm and with an extended final syllable. Other times the “How” is missed out completely and just the “Zaaaaaaat” is exclaimed.

Now that I’ve thoroughly bored you, back to why this is the sound of lockdown in the Clarke household. Well, my children have developed a passion for cricket. In fact, I’ll go one step further to say that my eldest son, Thomas, has developed an obsession with the game, and has declared that he wants to be a Cricket World Cup winning England cricketer, just like his hero Ben Stokes. Note that he’s not satisfied with setting his sights on simply being an England cricketer, oh no!

Now, I’m not sure where this love of cricket comes from, as I’ve never played the game, apart from messing around with a two-bob bat and ball with my older brother and our mates on the local recreation ground when we were kids, but certainly not at school and I’ve never really been interested in the game as an adult. Until now...

My eldest son had been introduced to cricket at school. Like most sports, he seems to have a natural ability for the game, and after a few “taster sessions” for beginners at school at the beginning of the year, he decided that he wanted to carry it on during the spring term. As neither of our children had played before, and I felt ill-equipped to educate them about the finer points of the game, we got them enrolled at the City Cricket Academy in Leicester before the cricket season began in the spring. Then COVID19 came along and put an end to their first season of cricket. You can imagine the trauma in the Clarke household when we had to tell them both one weekend in March that their sporting interests had all been cancelled until further notice! Rugby, cricket, tennis, swimming, all stopped. Indefinitely. Thomas saw his chances of becoming a Cricket World Cup winning England player dashed in an instant; Will’s career as an Olympic swimmer or Wimbledon champion similarly crushed. As parents we felt helpless.

But the strongest of the species is the one that adapts, and so our back garden became a new sports venue for our budding young sportsmen! The boys quickly set about making the back garden into a cricket square; new spring-loaded stumps and bails were purchased; replica England tops (for Tom’s birthday) hastily ordered, and new hardball cricket balls delivered. Game on! We have been blessed with some glorious weather during lockdown, and every waking moment has been spent with Tom and Will bedecked in helmet, gloves, and pads playing back-garden cricket from dusk til dawn, and our neighbours have been treated to the sound of cork against willow, and a relentless onslaught of “Howzats!” Whenever possible, I’ve tried to play the part of impartial umpire (being Director General of the United Nations would be an easier task!) but I have also been called upon to be another bowler or batsman.



And what’s taken me quite by surprise is just how much I’ve loved every minute of it. Not just because it’s given me time with the boys to do something together, but I’ve genuinely enjoyed learning about the game from them and playing it. Even if I say so myself, I think there may be a latent cricketing talent lurking in these ageing and creaking bones and sinew! We’ve watched several fabulous programmes about the game including “**The Edge**”, a must-watch documentary film charting the rise of the England cricket team from down & outs to world number one between 2009-2011, and “**The**

Test” an eight-part series about the Australian cricket team’s road to redemption following a ball-tampering scandal back in 2018.



Even if you know nothing about cricket and think you would hate every minute of these programmes, I’d encourage you to watch them as they are both compelling, and compulsive viewing! And now that recreational cricket is back on, and the boys are playing at Medbourne Cricket Club, our long-suffering

neighbours will hear less of the enthusiastic shouts of “HOWZAT!” this summer. Peace be upon them!

## COVID19 CUSTOMER FEEDBACK

There are no Michelin stars for opticians (it seems that the world just doesn’t care all that much for our life’s work at Clarke & Roskrow), so we have to rely on Google and Facebook reviews to know if we’re really hitting the mark for our clients. We normally get a steady flow of 5\* google reviews each month, but it has been incredibly rewarding for the team to get a slew of reviews since reopening post-COVID lockdown. It is immensely satisfying to know and see that clients are enjoying the Clarke & Roskrow experience even if it involves hand sanitiser and having to wear a face mask. Here’s a selection of what some of our clients have had to say about visiting C&R in this post COVID19 era:

### What Karin had to say about her recent visit...



**Karin Eastough**

3 reviews  
a week ago-

Amazing! Helped me pick the ones I love, service second to none, wouldn’t go anywhere else for my glasses again. Thank you Jason

### What Mark thinks about not needing glasses...



**Mark Morse**

1 review  
3 weeks ago

I cannot speak highly enough of the service I received during my recent visit to Clarke and Roskrow. After a very thorough and professional eye examination from Anthony, I was actually a little disappointed to be told I didn’t need glasses. The range they offer caters for every taste and the quality is clearly of a high standard. I didn’t feel that I could walk away empty handed so I decided to treat myself to a pair of sunglasses. A potentially tricky decision was made easy as I was guided in my choice by the lovely Tina, who showed a fantastic knowledge of the product and a great eye for style. I would thoroughly recommend a visit to anyone looking for great quality, professional service and a truly bespoke experience.

### What Keeley thought about her first visit to us...



**Keeley Baigent**

1 review  
a month ago

I had a fabulous experience with Clarke & Roskrow Styling Opticians. I felt very safe and comfortable having my eyes tested with Anthony and had real fun with Jason who selected the perfect style of glasses for me. I loved the goodies that were given to me (branded style chocs, hand wash and glasses cleaner and the gin!) when I collected my glasses. The whole experience was excellent from start to finish and as for my glasses I love them! Thanks so much to such a great team.

### ...and what Russell thought about his first visit to us...



**Russell Patrick**

2 reviews  
a month ago

Finally found an opticians that fully understands my needs. From start to finish the whole experience was excellent with a very friendly team, I cannot recommend them highly enough ( and I never do reviews).

### What Carol thought about her recent visit to us...



**Carol W**

1 review  
a month ago

Amazing to find someone as helpful as Anthony with regard to the gift of good eyesight. The team as a whole are skilled

at suggesting exactly the right frames, lenses ... and chocolates. Many thanks! Above and beyond.

***And Wendy's experience post-lockdown...***



**wendy browne**

1 review  
a month ago

A massive thankyou to Anthony and Tina for providing exceptional customer service in these unprecedented times. I love my new glasses and can't thank you enough for making the whole experience a great one.

***What Ben had to say about his eye exam saving his eyesight...***



**Ben Alba**

1 review  
a month ago

I recently contacted Clarke & Roskrow after experiencing difficulty with my vision. I was given an emergency appointment and after a thorough examination, Anthony was able to determine the cause which turned out to be a quite a serious problem within my Retina. Within one hour of seeing me, Anthony had referred me to a consultant ophthalmologist, sent across scan & test results and arranged an appointment! As a result of this diligent approach and fast action, treatment began within three days and I am already on the road to recovery. If left, the problem would have grown more serious and my eyesight would have deteriorated further. I can not recommend Clarke & Roskrow highly enough and will be forever grateful for the care I received. I would urge anyone experiencing difficulty with their sight to make Clarke & Roskrow their first port of call.

As Ben's review highlights, eye problems and eye disease are still happening to people in these strange times. And in our quest to spread happiness and joy to the good people of South Leicestershire and beyond through fabulous eyewear, we can sometimes lose sight of the fact that we are first and foremost the guardians of the nation's most precious of senses, the gift of sight. This is an incredibly privileged position that we hold; to be in a position to detect potentially sight-threatening and sometimes life-threatening disease and prevent someone from losing their sight, or their life, is very rewarding and humbling. Ben's review highlights the importance of not neglecting our eye health. We've worked hard to make sure that we can still deliver the same quality of experience and personal service while keeping you and the team safe while visiting us, so that it's as easy as

possible to look after the health of your eyes and your eyesight. If you have any concerns about your vision or your eye health, or if you have any concerns about visiting the practice, please call the team who will be happy to advise you. And to book your next eye exam or Eyewear Styling Consultation then just call 01858 462996 or book online at <https://clarkeandroskrow.co.uk/eye-test>.

A big THANK YOU to all of you lovely people above for taking the time to leave us your wonderful feedback. You're helping other people to find out about us, and ultimately helping others to enjoy the benefits of the Clarke & Roskrow experience! Keep up the good work, we really do appreciate it!

**Refer A Friend Competition Deadline Extended!**

As regular clients and readers will know, we like to say Thank You for your personal recommendations and referrals. We studiously track where our new clients come from, and an overwhelming 80% of new clients come via a personal recommendation or referral. Earlier in the year we announced our Refer A Friend Competition for the first half of the year, the chance to WIN! a luxury countryside retreat for two people to Stapleford Park WORTH £700! The deadline for entry was the 30<sup>th</sup> June, and of course we've had the slight problem of a global pandemic to contend with since then.

So, we've decided to give you wonderful people the chance to kick-start your referrals and recommendations again as we adapt to our new normal, and have extended the deadline to **31<sup>st</sup> December 2020!** See the insert included with this edition of the newsletter for more details on how you can WIN! this amazing prize!

And thank you again for your continued support, thank you for being with us, thank you for trusting us, and thank you for sticking with us.

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