

Barracoughs

BULLETIN

ISSUE 15 · SPRING 2024

ALLEVIATE EYE ALLERGIES...

IT'S THE SEASON OF ITCHY EYES, BUT WE CAN HELP!

TEAM HIGHLIGHTS!

SPECIAL MENTIONS FOR OUR AWESOME TEAM

SPRING CLEAN YOUR EYEWEAR

HOW LONG DOES THE AVERAGE PAIR OF GLASSES LAST?



A LIFE IN FOCUS FRANK BARRACLOUGH: 1929 - 2024

BIDDING A SAD FAREWELL TO OUR VISIONARY FOUNDER

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BARRACLOUGHS BULLETIN

Barraclouchs THE OPTICIANS

Welcome to our first newsletter of 2024, bringing you not only the latest news from Barraclouchs, but a brand new look newsletter too! It's been a wet, gloomy but busy start to the year - and finally the days are getting longer and brighter! In this issue we'll talk about our founder Frank Barraclouch, we highlight the struggles the spring air can bring to your eyes and we offer a stir fry recipe which is sure to boost your eye health! There's plenty more on top of that, so sit back, relax and enjoy our spring Barraclouchs Bulletin! Thanks for reading...

SPRING 2024

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 **Trustpilot**
500 REVIEWS!

EXCELLENT

 A milestone
in March!



A SAD FAREWELL TO FRANK BARRACLOUGH

LEAVING BEHIND A LEGACY

It was 1957 when Frank opened the doors of his first opticians, F.E. Barraclough, at 21 Norman Road, St. Leonards. Before long, Frank's very kind, friendly and helpful manner became known in the local area. He offered a service you could rely on and made many, many friends at his busy practice.

Eleven successful years later, Frank opened a second practice in St. Leonards Road, Bexhill. Along with the expansion, Frank needed more staff and so placed an advert for an Optometrist in the local paper. Peter Stiles, who was newly qualified at the time, spotted the advert and applied. He was offered the position immediately by Frank, and that is where decades of true friendship began. In 1971 Frank and Peter formed a Partnership and Barraclough and Stiles was born.

From a shared belief that service mattered most, Frank and Peter built their business brick by brick, but more importantly, relationship by relationship. They refused to be just another faceless company - every interaction, from initial meeting through to aftercare, was an opportunity to impress simply by being themselves and having the chance to show their impressive expertise within their field.

They listened patiently to every customer's individual needs, they offered their personalised

solutions, and went the extra mile on many an occasion. Word of their genuine care spread fast, attracting a loyal customer base who wouldn't dream of going elsewhere. They empowered their team and future fellow Directors to be solution-oriented, treating every customer like their first.



Frank Barraclough with Peter Stiles
Picture taken at the company's 60th celebration in 2017

Their small business blossomed into a local powerhouse, all thanks to the foundation of exceptional customer care.

The years that followed saw Frank and Peter develop and expand the business, continuing to build up a renowned and worthy reputation for truly impeccable service.

Their Eastbourne practice first opened in 1974, located in

Pevensey Road, swiftly followed three years later by the Bexhill practice moving to Western Road, where it still operates today. 1980 saw the Battle practice open at 63 High Street, where it remained until moving to a larger premises in 2011. It was inevitable that other members of the Barraclough family would become a part of the business - Frank's sons, Tony and Nigel joined the Partnership in 1982 and 1986 respectively. Surinder Puri also joined the Partnership in 1983 and Jeremy Heynes started working for the company a year later - today he is Managing Director.

A fifth practice was opened in Polegate in 1986 and eight years later, Frank retired from the Partnership, but continued to work part-time.

The years that followed saw a sixth practice open in Seaford and also saw the Eastbourne practice move to its bigger premises

in Terminus Road.

Peter Stiles retired from the Partnership in 2007 but he continued to run his clinics on a part-time basis until he retired from the business in 2014.

We thank Frank and Peter for the legacy they have created. It is something to be proud of and a heritage which we are dedicated to continue to carry forward for decades to come.

The long and short of it: How long your glasses should last and how to care for them

For many, glasses are an essential part of daily life. But how long should your trusty pair last, and how can you ensure they stay in tip-top shape? Read on for some spec-TLC tips:

The lifespan of your frames and lenses

On average, a good quality pair of glasses should last between one to three years. However, this can vary depending on a few factors:

Material: Sturdy frames, like those made from metal or high-quality plastic, can hold up better than their flimsier counterparts. Lenses with scratch-resistant coatings will naturally last longer than those without.



[Click here to see all the steps taken to create a premium quality Cutler and Gross frame.](#)

Care: Proper cleaning and storage are key. Daily cleaning with a microfibre cloth and lens solution, along with keeping your glasses in a hard case when not in use, will significantly extend their lifespan.

Your lifestyle: If you're prone to accidents or handle your glasses a bit rough, they might not last as long as someone who treats them with care.



WHY UPDATING REALLY MATTERS

EVEN WITH THE BEST CARE, THERE'S A REASON WHY REPLACING YOUR GLASSES EVERY FEW YEARS IS IMPORTANT. HERE'S WHY:

Changing prescription: Our eyesight can change over time, particularly for children and young adults. Wearing glasses with an outdated prescription can strain your eyes and lead to headaches. Regular eye exams (every one to two years) will ensure your prescription is up-to-date.

Worn coatings: Anti-glare, scratch-resistant, and UV-protective coatings can wear down over time, reducing their effectiveness. New lenses will restore these benefits.

Style evolution: Trends come and go, and your glasses are a fashion statement too! Updating your frames every few years allows you to keep your look fresh.

TLC tips for longer-lasting glasses

Cleaning is key: Develop a daily cleaning routine using a microfibre cloth and lens solution. Avoid harsh chemicals or paper towels, which can scratch the lenses.

Store them safely: Keep your glasses in a hard case whenever you're not wearing them. This protects them from scratches, getting crushed, or being sat on (oops!).

Mind your grip: Don't leave your glasses dangling by their temples or use them as a headband. This can put unnecessary strain on the frame.

Schedule regular check-ups: Don't wait until your glasses are broken or your vision feels blurry to visit us. Regular check-ups ensure your prescription is current and helps identify any potential eye health issues.

By following these tips, you can extend the lifespan of your glasses and ensure they provide you with clear vision and sharp style for years to come. Remember, even the most well-cared-for pair eventually needs an upgrade. So listen to your eyes and your optometrist, and embrace the chance to refresh your look with a new pair!

Are your Eyes Suffering?

Hello spring! The birds are chirping, the flowers are blooming, and... our eyes are itchy, our noses are streaming and the world seems like a swirling vortex of pollen! For those of you cursed with hay fever, the arrival of spring isn't just about picnics and sunshine, it can sometimes feel like a declaration of war from the plant kingdom...

Hay fever, also known as allergic rhinitis, occurs when pollen enters the eyes and our immune system misidentifies it as a threat. This triggers the release of histamine, a chemical that causes inflammation and irritation. The result? A cascade of unpleasant symptoms:

Itchy, red eyes: Histamine sets the nerve endings in your eyes ablaze, leading to that relentless itch that makes you want to claw at your eyeballs (resist the urge!).

Watery eyes: Your body's valiant attempt to flush out the pollen invaders leads to a Niagara Falls of tears, blurring your vision and turning mascara into rivulets.

Swollen eyelids: The inflammation can puff up your eyelids, making you look like you've gone a few rounds with Tyson Fury.

Gritty sensation: Pollen grains can get trapped under your eyelids, adding to the discomfort and making you feel like you have sand in your eyes.

Light sensitivity: The inflamed eyes become extra sensitive to light, making sunny days a squinty struggle.



Thankfully Zaspray has arrived... a 3 in 1 solution designed to deliver long-lasting symptom relief from itchy, dry eyes caused by allergy and is a great alternative for patients who struggle using drops. This easy to use solution is 100% preservative free and helps to restore tear film stability, keeping the surface of the eyes hydrated and lubricated. Not a fan of eye drops? Don't panic, your eyes are refreshed via a pleasant, fine mist in a precise measured dose using the innovative Aptar® spray bottle. **Pop in at any of our stores to pick up a bottle!**

We have a special dry eye event coming up, keep an eye out on our socials, our website and in your inbox for details coming soon!

Glasses for Hobbies

Your Spectacles: The secret weapon for all your hobbies and sports!

Spectacles often get a bad reputation, seen as a burden or a fashion faux pas. Obviously we disagree - and for hobbyists and sports enthusiasts, a well-fitted pair of glasses and bespoke lenses can be the ultimate game-changer. Here's how spectacles can elevate your enjoyment and performance across a variety of activities...

For the keen-eyed crafter

Detailed Work: Whether you're meticulously threading a needle, painting intricate miniatures, or reading sheet music, clear and sharp vision is essential. Spectacles ensure you don't miss a stitch, detail, or a note, leading to frustration-free crafting and superior results regardless of your favourite pastime.

Reduced Eye Strain: Hours spent hunched over a project can lead to eye fatigue. Anti-glare coatings on your lenses can significantly reduce this strain, allowing you to craft for longer with more comfort.

For the budding botanist

Plant Identification: Discerning between delicate flower variations or identifying those tiny seedlings becomes a breeze with sharp vision. Spectacles allow you to appreciate the intricate details of the plant world, making your gardening journey more enriching.

Sun Protection: Opt for lenses with UV protection to shield your eyes from harmful rays while you tend to your outdoor oasis.



For the thrill-seeking athlete:

Improved Visual Acuity: Whether you're aiming for that perfect putt on the golf course or tracking a fast-moving ball on the tennis court, clear vision is paramount for peak performance. Spectacles ensure you react quickly and accurately, taking your game to the next level.

Enhanced Safety: Sports-specific glasses often come with impact-resistant frames and polycarbonate lenses. These features offer superior protection against flying objects or accidental falls, keeping your eyes safe during vigorous activities.

Beyond the basics:

Glare Reduction: For activities like fishing or birdwatching, where sunlight reflecting off water or distant objects can be a challenge, anti-glare coatings can significantly improve your experience.



LOVE TO KNIT OR CROCHET?
CLICK HERE!

Magnification: For hobbies that require close-up work, like [knitting/crocheting](#), watch repair, [stamp collecting](#) or jewellery making, consider bifocal or progressive lenses to seamlessly switch between distant and near vision.

Spectacles: More than just vision correction

Spectacles are not just a corrective tool; they're an investment in your enjoyment and performance in your favourite hobbies and sports. With the right pair, you can see the world around you with greater clarity, detail and comfort, allowing you to fully immerse yourself in your passions and achieve your goals.

So, don't underestimate the power of a good pair of specs – they might just be the secret weapon you've been missing!

Barraclooughs **TEAM NEWS**

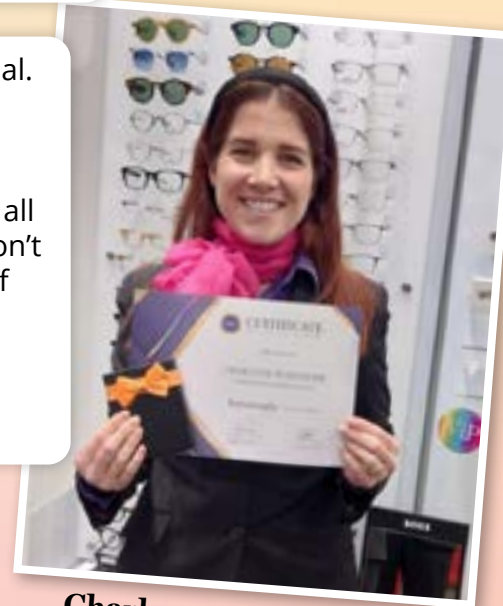


Welcome Nuleen!

"Bi-annual review. Warm welcome and easy check in process. No waiting and seen immediately. **Nuleen** was lovely. No rushing, putting me at ease and carefully explaining every aspect of the testing process as she went with friendly chat and advice. Thank you!" - Mrs Angela B, Bexhill

"The service was smooth and professional. After the eye examination which was excellent I was attended to by **Charlene** who took time to make sure everything was correct and that I was satisfied with all aspects of the purchase which I was. I don't think that you have much to do in way of improvements, your standards are very high."

- Mr Roy T, Polegate



Charlene - Employee of the Quarter (Q4 2023)



"The staff at Barraclooughs are so helpful and friendly. I particularly want to thank **Rita** who was so very helpful and knowledgeable when it came to choosing my new frames."

- Mr Oliver G, Eastbourne

"All members of staff were lovely **Kathrine** (sorry if wrong spelling) was especially patient with me regarding Reggies duplicate order so yes a pain free hassle free experience thank you."

- Mrs Kirsty B, Battle



Welcome Kathrine!



Sam - Star of the Month (February 2024)

"I was greeted on arrival by the lovely **Sam** who I award 10 out of 10 and a gold star!"

- Mrs Hazel W, Eastbourne

How best to clean your child's ears

Just like adults, children can also experience issues with a build-up of earwax. This can be uncomfortable and cause hearing problems so it's best to get it sorted as soon as possible.

But learning how to clean your child's ears isn't as easy as it might sound. Cleaning their ears yourself can make problems worse or even damage their ears. So if you suspect your child's ears need cleaning, it's best to see a professional who can help.

WHY EAR CLEANING IS IMPORTANT FOR CHILDREN

Ears are actually self-cleaning. And, usually, there's no need to remove earwax because it comes out by itself.

Sticking anything into your child's ears increases the risk of infection or damage to the ear canal or eardrum and in most cases, regular bathing is enough to keep it at healthy levels as the warm water and steam keeps it soft enough to fall out on its own. So unless there is a blockage or build-up, you don't usually need to clean your child's ears very often.

But if there is a wax build-up it can lead to bigger issues in children. They may complain that their ears hurt or there is something in them if there is a blockage or build-up. If left too long, an excess of ear wax can:

- Be painful/uncomfortable for them.
- Cause hearing loss which can lead to concentration or speech issues in younger children.
- Disrupt attention span and schooling.

IS IT OK IF MY CHILD HAS EARWAX?

Earwax is a natural and normal part of ear health and is not an indicator of poor hygiene. It is created by the sebaceous and ceruminous glands in the ear canal – similar to the natural oils our skin and scalps secrete. Our ears create earwax to protect our ears against bacteria and infection.



WHEN AND HOW OFTEN TO CLEAN YOUR CHILD'S EARS

Cleaning the ear canal of your child's ears is very rarely needed and isn't recommended to do at home.

However, if wax or debris is present in or around the outer ear, you can use a clean warm wash cloth to gently wipe it away. Your GP may advise to use olive oil ear drops or spray to help soften wax in the ear canal if there are issues with too much or too dry ear wax. Safe methods such as these help to reduce the risks of damaging delicate skin of the ear canal or drum, causing infection, or compacting the wax further into the ear, making it more difficult to remove.

Cotton buds are handy for a variety of grooming needs, but should not be used to remove earwax.

If symptoms persist or are negatively impacting your child, then contact a (paediatric) healthcare provider.

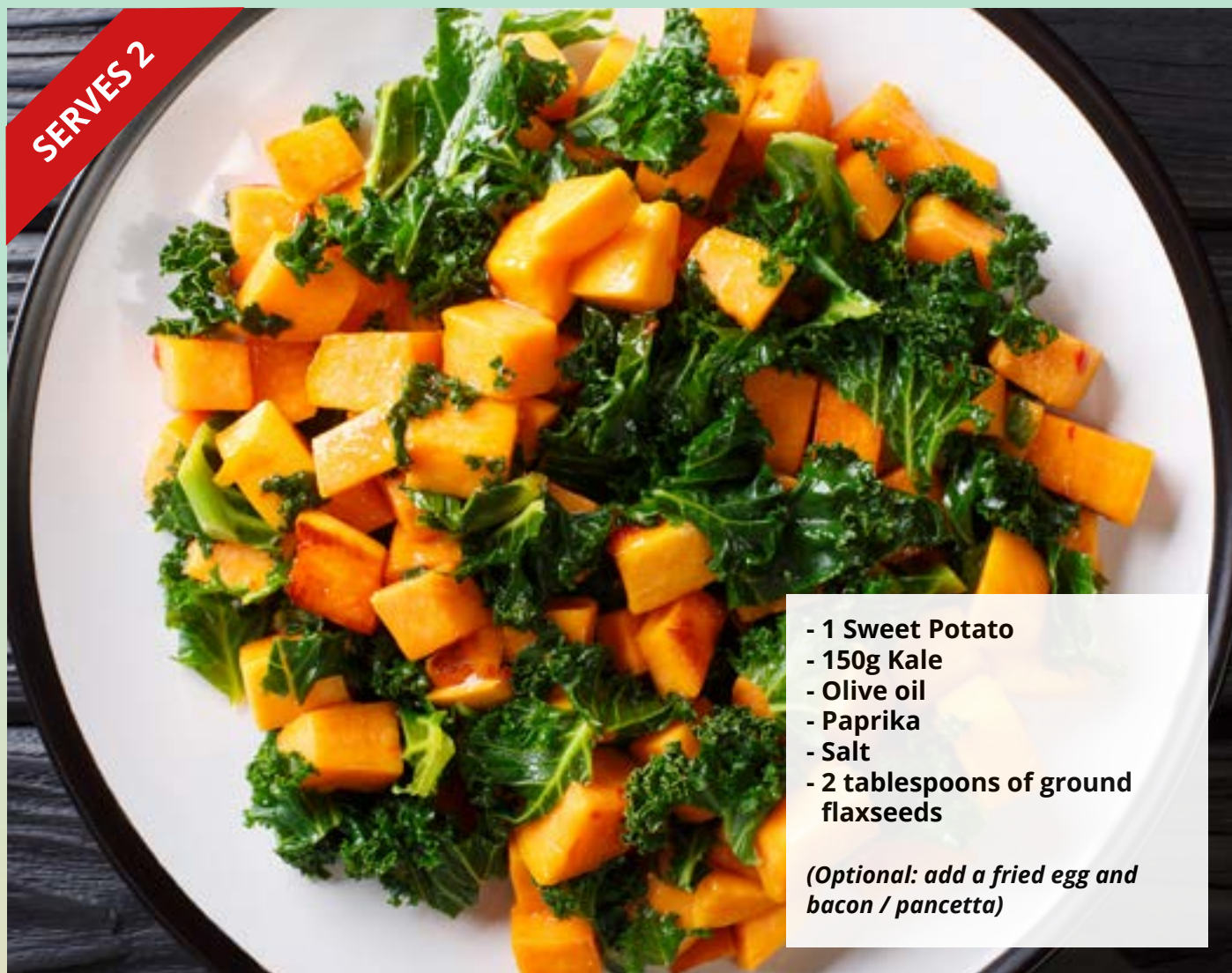
HOW DO I KNOW IF THERE'S EARWAX BUILD-UP IN MY CHILD'S EAR?

If your child has been complaining about their ears bothering them, they might have a build-up of earwax.

Common symptoms include:

- Earache.
- Hearing loss.
- Itching.
- Feeling of fullness or as if there is something stuck in their ear.
- They may also have concentration or speech issues.
- Being disruptive at school.

You can check if there is any earwax build-up by gently inspecting the inside of their ear using a torch. [Visit thcp.co.uk for more hearing care tips.](https://www.thcp.co.uk)



SERVES 2

- 1 Sweet Potato
- 150g Kale
- Olive oil
- Paprika
- Salt
- 2 tablespoons of ground flaxseeds

(Optional: add a fried egg and bacon / pancetta)

CRISPY KALE AND SWEET POTATO STIR FRY

Your eyes will adore this tasty dish

The retina in our eyes is supplied by vascular systems and need oxygen from our arteries so a diet which is relatively low in saturated fats is extremely important.

As we've mentioned many times in the past, certain antioxidants really do promote good eye health. Vitamin C and E help reduce the risk of developing Age-Related Macular Degeneration. Sources of vitamin A, lutein and zeaxanthin also help, as do omega-3 fats, beta-carotene and zinc.

Sweet potato contains plenty of vitamin A, beta-carotene and fibre, much like carrots they're a wonderful food source to boost healthy eyes. Beta-carotene is converted to vitamin A which helps prevent dry eye.

Kale contains vitamin C and beta carotene, and is rich in lutein and zeaxanthin, which is said to help protect eye tissues against UV damage and reduce the risk of eye changes related to aging.

Transform the Sweet Potato:

Dice the sweet potato into bite-sized cubes. Toss them with a drizzle of olive oil, a sprinkle of paprika, and a pinch of salt. Roast them in your oven for 40-50 minutes, until tender and slightly golden.

Prep the Kale:

While the potato roasts, give the kale a good rinse. Tear the leaves into manageable pieces, discarding the tough stems. Drizzle the kale with some olive oil, then toss it with ground flaxseeds and a touch of salt for flavour.

Crisp Up the Kale:

Spread the seasoned kale on a baking sheet and let it crisp in the oven for 15-20 minutes. Keep an eye on it to avoid burning.

The Grand Finale:

Once both the sweet potato and kale are perfectly crisp, combine them in a bowl. This flavourful mixture is delicious on its own or served alongside fish like salmon.

Enjoy!



World Glaucoma Week

March 10 - 16, 2024

KNOW THE RISKS, SAVE YOUR SIGHT

IN CONJUNCTION WITH WORLD GLAUCOMA WEEK, WE ARE URGING EVERYBODY TO GET THEIR EYES EXAMINED TO GUARD AGAINST THIS CHRONIC LIFE-LONG DISEASE.

World Glaucoma Week took place from March 10 to March 16 this year, to help raise awareness of a condition that is the leading cause of blindness worldwide.

Glaucoma is a group of eye diseases that damage the optic nerve and lead to vision loss over time. It is caused by an increase in pressure within the eye, which can damage the delicate nerve fibres that transmit visual information from the eye to the brain. If left untreated, glaucoma can cause irreversible vision loss and even blindness.

Glaucoma is a life-long, chronic disease that cannot be cured. Any sight lost due to glaucoma cannot be regained. But the good news is, with effective medical treatment, the damage can be slowed or even stopped in its tracks.

Glaucoma was once a disease that would almost certainly lead to blindness. Huge advances in diagnosis, monitoring and treatment now mean that, in the UK, the vast majority of people with glaucoma will keep useful sight for life.

However, it's vital we diagnose it early to give the patient the best possible care. That is why we are using World Glaucoma Week to urge everyone to **get their eyes examined** so we can screen for any eye condition that could potentially be damaging to your health.

Glaucoma is a widespread condition, **affecting an estimated 80 million people worldwide**. In England, about 500,000 people have chronic open-angle glaucoma but there will be many more unaware they have the condition. This is because glaucoma often has no symptoms in its early stages, which is why regular eye exams are so important.

Anyone can develop glaucoma but there are several risk factors which make glaucoma more likely

Age: Primary open angle glaucoma becomes more common with age. It's fairly rare below age 40, but rises from about two in 100 over the age of 40 to more than one in 20 for those aged 80+.

Blood Pressure: Very high blood pressure can lead to an increase in intraocular pressure. Low blood pressure can lead to insufficient blood supply to the optic nerve which can also cause problems.

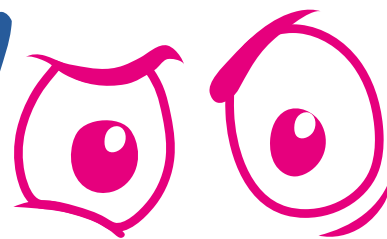
Diabetes: People with diabetes may be at higher risk of developing glaucoma.

Visit our website to see more risk factors, and if you're overdue a visit, book today!



SHARPEyes!

can you find all 45 words?



G V D X H N O I T P I R C S E R P T Q R B L G
 F F I S V U L M C R N S B R A E Y E W E A R N
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 N E E C I L A D E S T E O P A N I M C C A A F
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| <input type="checkbox"/> event | <input type="checkbox"/> lenses | <input type="checkbox"/> vision |

Words are found in all directions + diagonal. [Answers can be found here!](#)