

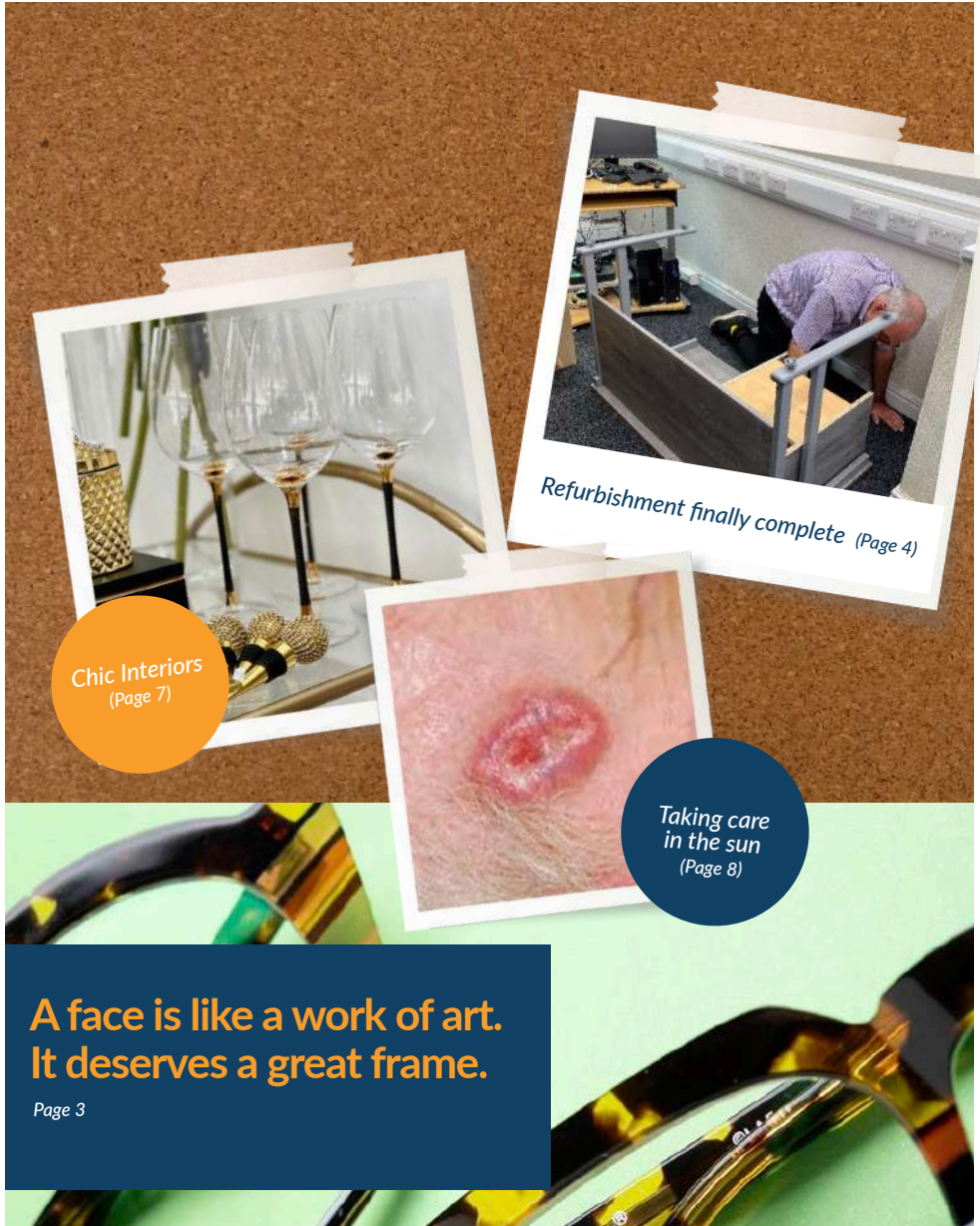


SW&C Jackson  
**Opticians**

*Focused on your vision*

# IN THE FRAME

Newsletter: October 2022



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It deserves a great frame.**

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# Welcome to autumn

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In my garden

As I write this, the rain is lashing against the window, and by beautiful view of sea and mountains is gone – dissolved into the horizontal Welsh rain.

I thought this might happen as we have had such a dry September, so, last weekend, my husband and I, spent a few hours emptying the greenhouse and sorting out pots of tomatoes, peppers, and chillies on the terrace. What we picked is destined to become chutney tomorrow!

Our cherry tomatoes have done well this year, as have the chillies. Next year however we will not be bothering with sweetcorn or cauliflower, which were both not worth the effort. We have no soil in our garden to speak of - being perched on granite, so everything is grown in pots. This lends itself to certain crops more than others and it is a bit of a learning curve – this is after all only

our second year of growing our own veg. Corgettes for example will be going outside the greenhouse next year but cucumbers are returning indoors as we had little success with the patio varieties.

I dread to think how much water we have carried over the course of the summer, and lost count of the number of bottles of Tomorite we have used

So, was it worth it I hear you ask?

Could we have bought the same weight of produce at the supermarket or farm shop for less than we spent growing our own?

Yes definitely!

Would it have been as much fun? No  
Will we be doing it again next year? Of course!

**My Passionflower. Always wanted to grow one – never had the courage!**



## Felix got to University!

Well! He's only gone and done it! After months of anguish, aided and abetted by a set of truly disastrous "Mock Exam" results last January, my son amazed everybody with a set of outstanding A level results and a place at Chester University to study Business Management and Entrepreneurship. To say that the whole experience took years off me would be no lie and that his results moved me to tears, the truth.

So certain were we that he was NOT going to get the grades, and NOT get to do his chosen course, that his father (who lives in Evesham) and I took the day off to be on hand to help him find a place through Clearing. Our presence in the end was not required but it was lovely to be there with him and share in the joy of the day.

I took him up to Chester at the start of September (his accommodation opened very

early) and he has not looked back since. We had lunch together as I passed through Chester on my way to a recent conference, and met him at a petrol station on my way home from work to drop off slippers and aftershave, but he has not been home and seems supremely settled.

Cooking for himself is going well and he is getting his head round doing his own laundry - although he was amazed at the cost of the laundrette and that you had to take your own laundry capsules! He did suggest that I could pick the washing up from him on a Tuesday and drop it back with him on a Thursday. I think the hollow laughter persuaded him this was not going to happen!

## Jo Hamilton -Fey

I am sad to report that dispensing assistant Jo, has been really poorly since mid-summer. She is still not enjoying the best health and it will be a while until she is back with us. Her son Myles did her and husband Ian proud with his exam results, and has taken a place at Birmingham University. We wish him all the best with his studies.



## A face is like a work of art. It deserves a great frame.

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We have just received another delivery of wildly wonderful I.a.Eyeworks - as worn by Grace Jones. RuPaul, Debbie Harry, Elton John... the list goes on.

These beautiful handmade frames are daringly different. From beautiful jewel colours through to icy crystals - there is something for everyone if you dare to be a little different! The finish of these frames is beautiful, thanks to the many hours of polishing each one undergoes, and they

are very lightweight, making them supremely comfortable.

Available in styles for both ladies and gentlemen, please call us to book an appointment to view the collection. and I felt like the bees' knees!



# Refurbishment

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As we get older things wear out, don't work as well as they used to, and we can end up looking a bit tired and faded – in need of a bit of rejuvenation.

So, it was for 43-45 Welsh Row. The old girl is a good age and has needed a bit of renovation over the past two years to keep her looking, and functioning, at the top of her game.

Last year we had a new roof, this year we needed to deal with the rising damp and elderly electrics. We closed in mid-July for two and a half weeks while our builders hacked off plaster, chased walls and rewired. We were then repapered, painted and the upstairs of the building recarpeted.

I am really delighted with the results. There is so much more light in the building and we have created an additional frame styling room upstairs. Here we can help our patients to select frames or have adjustments done. This is a joy after having 15 years with only one - having to carefully jiggle the diary to ensure we allowed time for each patient to select frames, without feeling rushed.



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# Customer Services Conference in Birmingham

At the start of September, I attended a training conference in Birmingham. I attend this event on an annual basis and unlike most of the training I undertake, it is focussed on the retail side of optometry rather than the clinical side. It is an excellent opportunity to meet with other practice owners from all over the UK and to be able to discuss frames lines, customer service, and practice management issues.

I particularly enjoyed the keynote from Alan O'Neill, a Change Management expert. Alan took on the challenge of turning around the 'sleeping giant' that was Selfridges, helping it achieve the title of Best Department Store in the World. Alan also talked about 'obsessive customer service' and how culture plays such an important part in delivering outstanding service. He shared how every team should have core values which underpin the culture of the organisation. If you are interested, the core values for Selfridges are:

- 1. Think customer**
- 2. Show and earn respect**
- 3. Own it and deliver**
- 4. Be pacey and posit**

If it is good enough for Selfridges, its good enough for us! Rest assured we will be discussing these values in our Thursday training sessions.



## Memory Lane

Having not had a holiday this year (on account of the refurbishment) I decided to go to the conference a couple of days early, and took Robert, my husband, with me for company. We both studied Optometry at Aston University in Birmingham (although not at the same time) and we thought it would be interesting to revisit the place and see how it had changed since we studied there.

We found that the campus had changed enormously and at times we had to stop and get our bearings as so many of the older buildings - including the tower blocks in which we lived as students, have been demolished. The old fire station has been converted into student accommodation and presumably the fire engines have been rehomed elsewhere. The busy road that bisected the campus has been closed. The department of Vision

Sciences (which was being built in Robert's time, and only newly opened in mine) is still there, although no longer in its first flush. The library also remains, although in this digital age, I wonder how busy it is, now most documents can be accessed so easily online. Unsurprisingly, the campus pub still flourishes, so we felt it necessary to have a pint for old times' sake!



## Work starts on former gas worksites behind Welsh Row

After visiting our Alma Mater, we walked to the other side of the city to visit the Pen Museum. If I am honest, my expectations were not high, but Robert has a small collection of ink pens, and by now it was raining! That said, for a small museum run by volunteers, it was very interesting, and we learned several fascinating facts about the history of pen manufacturing in Birmingham. Did you know that

1. What we refer to as the nib, is more correctly called a pen. The pen is created through several processes where the metal is stamped out, and then pressed into shape. The pen attaches to a holder and once blunted, the pen is discarded and a new one attached to the holder

2. In the 19th century, more than 75% of penned writing was created with a pen made in Birmingham.

3. Each worker had to process 14,000 pens per day to be paid. If they did not produce this number, there was no pay and they would be dismissed.

4. Anyone caught singing in the factory was fined!

5. Pen manufacture was seen as respectable work for a woman, but if she was off work for more than three days through sickness, she would have to re-apply for her job.



# Road pilot - make your night driving easier

Many people dislike driving at night. It's something that my patients commonly mention to me at their routine consultations. Night driving is difficult because the human eye has developed to have its best vision at much higher light intensities. Also, eye disease such as cataract and macula degeneration can cause additional glare from oncoming headlights.

Did you know that lights at night can create reflections and glare on our glasses? These reflections and glare disturb our eyes, creating discomfort and lower visual acuity. They can come from all directions and various sources (headlights, traffic lights, streetlamps), turning the driving experience unpleasant and potentially unsafe. Coming into winter we are spending more time on the road in the dark. Many of us don't feel as comfortable when driving at night. With this in mind, Essilor have created Road Pilot, a lens specifically designed to help make night driving easier. These lenses are optimised specially for driving, they help you enjoy better vision at night or in difficult weather conditions, protect your eyes from reflections and make it easier for you to shift your viewing focus – quickly and often. Road Pilot lenses are equipped with a special, premium anti-reflective coating. This reduces the subjective sensation of glare – e.g., from oncoming vehicles with LED or Xenon headlights – and effectively protects your lenses from scratches and the adhesion of dirt particles.

If you would like to know more about Road Pilot and discover if you might find it beneficial, please contact the practice or ask for more information at your next eye examination.



# Chic Interiors

At Jacksons we are passionate about service and supporting local businesses. We believe "use it or lose it" – If we do not support our local businesses, they will close leaving Nantwich empty, bland, and sad. In each edition of In The Frame, we therefore highlight a local business that we believe offers excellent products, service, and deserves support.

This month we want to showcase Chic Interiors which is located on Station Road, Nantwich.

## Luxury Interiors, Fashion & Lifestyle

Chic Interiors is the place for the finer things in life. Here you will find all things luxury - interiors, fashion, and an exquisite selection of the finest luxury lifestyle items to help add a touch of elegance to your home. Their stunning collection of luxury goods includes everything from aromatic candles to unique pieces of tableware, they offer a gorgeous selection of luxury boutique pieces. Chic also offers a fabulous range of luxury fashion for every occasion. Whether you're looking for everyday chic or late-night occasion wear, fashion jewellery or loungewear, they have a stunning selection of garments and accessories - everything from luxury fashion shoes to everyday high-quality knitwear.

So, if you are looking for a new outfit, a vase to set off a newly decorated room or maybe just a scented candle for the bathroom, Chic interiors is well worth a visit.





# Rodent Ulcers

Most of the referrals I make each year are for eye conditions. Of those for other matters, referral for a rodent ulcer must be one of the most common. The most significant risk factor in the development of rodent ulcer, also known as a basal cell carcinoma, is long-term exposure to sunlight and episodes of burning in the sun. They are therefore commonly found on the face and ears. The risk increases if you tend to freckle and have fair skin.

Basal cell carcinoma is a malignant growth but unlike other types of cancer, it tends not to spread to the rest of the body and has the best

prognosis of all the skin cancers if it is completely removed. It usually presents as a slow growing lump on the skin. This lump may have an ulcer or non-healing centre. It may be itchy or recurrently bleed. If on the eye lid in the line of eyelashes, these lashes may be lost.

Treatment may be more complicated if they have been neglected for a long time. If left untreated rodent ulcers can disfigure, especially on the face and if they are in an awkward place such as near the eye, nose, or ear. Early recognition and treatment are very important.

## Taking Care in the Sun

- Stay in the shade between the hours of 11am and 3pm.
- Make sure you never burn. Avoid the use of sun beds.
- Always cover up. Wear light cool clothing of a tight weave, wide-brimmed hats and U.V. protective sunglasses, look for the CE or BS EN 1836:1997 mark these offer the highest protection.
- Take extra care of children as their skin is delicate. Very young babies should be kept out of strong direct sunshine.
- Use a sunscreen of factor 30 and above, according to your skin type, ensure the sunscreen has UVB and UVA protection. Look for the star rating \*\*\*\* or \*\*\*\*\* on the label, the price is not important. Apply it 15-30 minutes before you go out and re-apply regularly; every 2-3 hours.
- **Remember:** Pass on the message to family and friends about protecting themselves from the sun and being aware of changes to moles on their skin.



## And the winner is!

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It's always lovely when new patients come to us for eye care because we were recommended to them. The team take a lot of pride in their work, and we know that a personal recommendation is not given lightly. So as a thank you, we ran a competition over spring and early summer to win a £75 gift certificate towards meal at Romazzino, Nantwich for patients referred and referring to the practice.

The draw was made in June, and the winner was Mrs X of Nantwich.

Here she is collecting her gift certificate and looking fantastic in her new Tom Davies frames!



# About In The Frame

SW & C Jackson In The Frame is a periodic conversation about life as it looks from the helm of SW & C Jackson... I believe in relationships and we really value having a strong relationship with our customers. This is our way of being open and showing people what we're like. For new customers, this unusual publication is an open dialogue between us so that you can get to know who we are as a company. And painful as it can be, we like to show some of our personality. We're not a faceless company. For regular clients, many of you only come in once a year or once every two years so we can go a long time without seeing you. And a lot can happen in a year or two. Hence, we like to keep in touch. Your feedback is invaluable. I'm extremely interested in what our customers have to say. Please send your thoughts and comments on what we're talking about to

[jacksonsopticiansnantwich@gmail.com](mailto:jacksonsopticiansnantwich@gmail.com)

## Follow us on Facebook

If you are on Facebook, why not visit our page @SW&C Jackson Opticians.

We post all sorts including eye health information, special offers, practice news and insights as to what we all get up to when we are not at work. Frequently I will read articles in my professional journals such as the latest thinking on the management of wet age-related macula degeneration or dry eye therapy and I will create a link to the page. If you have 5 minutes, it's worth a look

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