

New Bedford optician is officially opened by Mayor

Bedford Borough Mayor celebrates the launch of new Vision Express store

Dave Hodgson MBE, Mayor of Bedford Borough and Leader of the Council, has officially reopened the new-look Vision Express store in the town, as locals are called to prioritise sight.



Mayor Hodgson celebrating the opening with the Vision Express Bedford store team.

Mayor Hodgson visited the store in the Harpur Centre to cut the ribbon and declare the store open following an extensive re-fit.

The event also helped to promote the importance of regular eye tests as concerning figures have revealed more than two million people in the UK are

living with sight loss and 13.8 million adults in the UK don't have their eyes checked regularly.

In Bedford Borough, looking after eyesight is particularly important because the prevalence of recorded diabetes is significantly higher than the national average – more than 10,000 residents aged 17 and over (7% of the population) are living with diabetes. Research reveals that diabetes can affect eyesight in a number of ways, with one of the most serious conditions being diabetic retinopathy, which can lead to vision impairment and blindness.

Mayor Hodgson said: "I was honoured to be invited to re-open the Vision Express store in Bedford, meet the staff and see the products in more detail. I was also given

an eye test during my visit. I hope this event can raise the profile of the importance of looking after your sight.”

Vision Express store manager Ken Moore said: “We were delighted that Mayor Hodgson could visit us and re-open the store. Everyone was excited to meet him and the opening marks a new chapter for Vision Express in Bedford.”



Bedford Mayor Dave Hodgson having his glasses examined at the Vision Express Bedford store.

To book an eye test at the new Bedford store call 01234 347344 or visit: <https://www.visionexpress.com/opticians/opticians-in-east-england/bedfordshire/bedford/>

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Notes for editors

For further information, media can contact:

The Tonic Communications, 0115 8248254, visionexpress@thetoniccomms.co.uk

About Vision Express

- Vision Express is one of the largest optical retailers in the UK and part of GrandVision, the global leader in optical retail operating in more than 40 countries, spanning over 6,500 stores and online.
- With almost 600 stores nationwide, Vision Express first opened its doors in Newcastle in 1988. Built on a passion for the profession, it has gone from strength to strength, driven by a commitment to unparalleled customer service and providing the best individual optical care, the right product and great value. Customers can select from a vast range of genuine designer brands and the latest technology lenses, through to complete glasses from £39.
- With around 6,000 employees, Vision Express makes a significant difference to the communities it operates within, and the organisations it chooses to support. As part of its commitment to Vision. Taken Seriously, and as a responsible and caring retailer, Vision Express is proud to partner with healthcare charities, which have touched the lives of customers and teams. These companies provide vital support to people affected by vision-related conditions. They are part of the Vision Express Charity Project and include:
 - Childhood Eye Cancer Trust (CHECT)

- Macular Society
- Brake