

Annual Report 2025

The report outlines our clinical achievements, performance, client satisfaction metrics, and strategic initiatives undertaken in the past year. It aims to reflect our dedication to principled chiropractic care, and a forward-thinking vision for the future of chiropractic services within the UK.



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Vision for the UK

The vision of TOPCHIRO UK is to positively impact the chiropractic profession by promoting the practice of subluxation-based chiropractic care. We pursue this through thriving chiropractic practices, active involvement in the profession's politics, and meaningful contributions to education.

We aim to elevate the health of our communities by delivering the highest standard of chiropractic care possible. In doing so, we create opportunities for more chiropractors to join us and help fulfil this vision. Our work empowers people to live free from intellectual and physiological interference.



“

Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.

Margaret Mead

”

Mission Statement

“We use reason and logic to correct the mind and spine of our community members, offering them the opportunity to realise and actualise their fullest potential in life.”

- Dr. Travis Corcoran

Core Values

Committed

We are dedicated to excellence in all areas of our lives and practices. We recognise the importance of our mission and commit ourselves to our team, clients, and personal growth to ensure success.

Objectivity

We base our conversations and decisions on logic and presented facts rather than emotion. This principle is essential to the quality of our service and our overall success.

Respect

We show respect for our team members, ourselves and the innate intelligence present in every individual we encounter.

Educate/ Empower

We continuously strive to become the best versions of ourselves and empower our clients to realise and achieve their fullest potential.



Message from the Director

The end of the year is always a natural point for reflection. As a team, we often work with our heads down, focused on the task at hand, and it can be easy to forget, just how far we have come. With 50% of new businesses failing within the first five years, our continued growth is a true testament to the quality of our people and the services we provide and our commitment to success.

Throughout the years, our philosophy has guided and driven us, and it's inspiring to see the company becoming more co-ordinated, organised, and efficient as a united team.

For some of the team, it is another year of hard work, and whilst we are sad to have lost a key, irreplaceable person, we are happy to have gained several fantastic team members who have been crucial to our success this year. The foundations have been solidly set up for success, growth and expansion in mind, to spread our mission and vision.

It's remarkable to look back at the journey: from one chiropractor working out of a single room at 11 Welbeck Street in 2020, to now nearly 30 team members across six locations in two countries; as well as an international outreach program. None of this would have been possible without the hard work and dedication of everyone involved. Today, I am confident we are delivering some of the highest-quality chiropractic care available; pioneering new technology and setting standards that others in the profession look to follow worldwide.

To all our new team members who have stepped into pivotal roles this year, thank you for embracing the challenge and driving our continued development. Your efforts allow us not only to grow, but to strengthen our foundation for the years ahead.

Thank you all for making this year a success. Every person has contributed in their own unique way, and the impact we are making on our communities; and on the chiropractic profession itself. This is something we can be proud of, and this is just the start.

Dr Christian Caswell

Dr Christian Caswell

Director of TOPCHIRO UK
MChiro, ACP



The Team

DIRECTORS

Christian Caswell, [MChiro](#), [ACP](#), Upper Cervical Chiropractor
 Ryan Copleston, [MChiro](#), Upper Cervical Chiropractor

CLINIC MANAGER

Phoebe Coward

CHIROPRACTORS

Elliott Swepson, [MChiro](#), Upper Cervical Chiropractor
 Lawrence King, [MChiro](#)
 Amy Champion, [MChiro](#)
 Paris Georgiadis, [MChiro](#)
 Quan Nguyen, [DC](#), Upper Cervical Chiropractor
 Kellie Tan, [MChiro](#)
 Robin Caswell, [MChiro](#), Upper Cervical Chiropractor
 Jimmy Ng, [MChiro](#), Upper Cervical Chiropractor
 Hanyang Chew, [MChiro](#)
 Ryan Lian, [MChiro](#)
 Michalis Demetriou, [MChiro](#)

CHIROPRACTIC ASSISTANTS

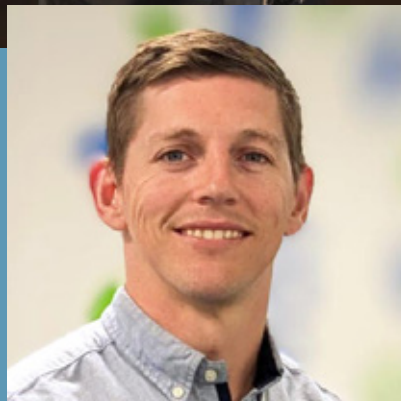
Vidhee Jagatia
 Asiya Majid
 Doina Racovita
 Morgan Woodward
 Isabella Blake
 Elizabeth Anderson
 Katie Cooper
 Aferdita Bisho
 Pamela Reyes
 Caysee-Lee Shrives
 Emma Gosford
 Amanda Teeha

DIGITAL MARKETER

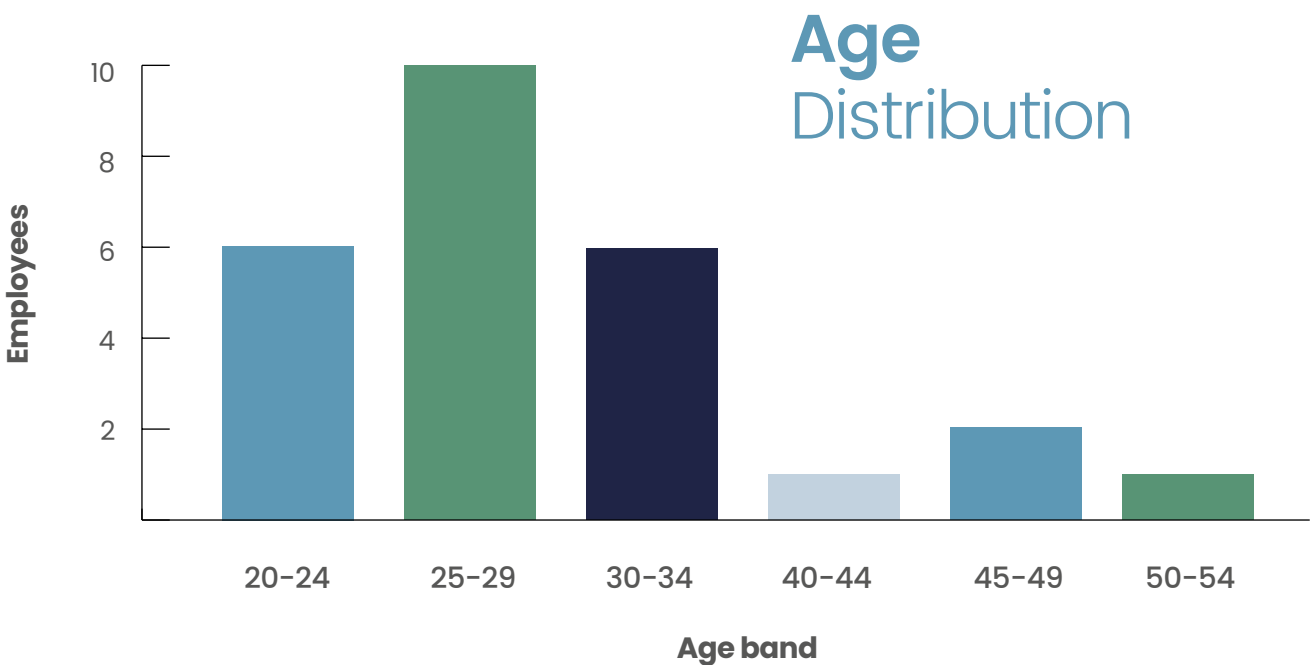
Doina Racovita
 Diana Rodrigues

EXTERNAL

Bluebell IT Solutions – Khalid Miah
 DACBR – Inger Rouge
 Microtalk Europe – Tusar Paul
 Newcrest Digital – Jason Cotton
 Reactivedesign.co.uk – Andrew Kennedy and Stuart Hodgson
 Vero HR – Bryony Nunn and Rebecca Kolb



Company Overview



Growth Timeline

2011

TOPCHIRO was founded by Dr. Travis Corcoran in the Netherlands in 2011. It has since grown to over 19 clinics across the Netherlands and has expanded into Europe.

2016

Corrective Chiropractic Aylesbury was founded in 2016 by Dr. Lawrence King

2017

Following the success of the clinic in Aylesbury, Dr. Lawrence King opened Corrective Chiropractic Milton Keynes.

Dr. Christian Caswell graduated from Anglo European Chiropractic College in Bournemouth. He went to join Dr. Lawrence King in Corrective Chiropractic in Milton Keynes upon graduating.

2020

After a few successful years in Milton Keynes, Dr Christian Caswell rebranded The NUCCA Clinic in Marylebone, to Top Chiropractic London. The UK's very first dedicated Knee Chest Upper Cervical Chiropractic Clinic.

2022

Corrective Chiropractic Milton Keynes was rebranded into TOPCHIRO Milton Keynes under the leadership of Dr. Christian Caswell.

After great success in London, Dr. Christian Caswell opened Top Chiropractic Birmingham in Birmingham Holistic Centre.

2024

A Cone Beam CT Scanner was installed in Top Chiropractic Birmingham. The first chiropractic clinic within the UK to house this advanced imaging equipment

Due to the need for more space; Top Chiropractic Birmingham moved to Hampton in Arden, Solihull.

2024

Top Chiropractic London moved from Welbeck Street to Devonshire Street, increasing capacity and ensuring a much more comfortable environment. The clinic was also fitted with its own Cone Beam CT Scanner.

Corrective Chiropractic Aylesbury was rebranded into TOPCHIRO Aylesbury, under the leadership of Dr. Christian Caswell. The clinic also gets a much-needed re-vamp and make-over!

2025

Top Chiropractic Edinburgh opened by Dr. Ryan Copleston, enabling further reach and easier accessibility for people in Scotland.

Due to increased demand within the north of England, Top Chiropractic Newcastle was started by Dr. Robin Caswell.

Clinic Locations Overview



“ We have seen **2087** new clients across all locations

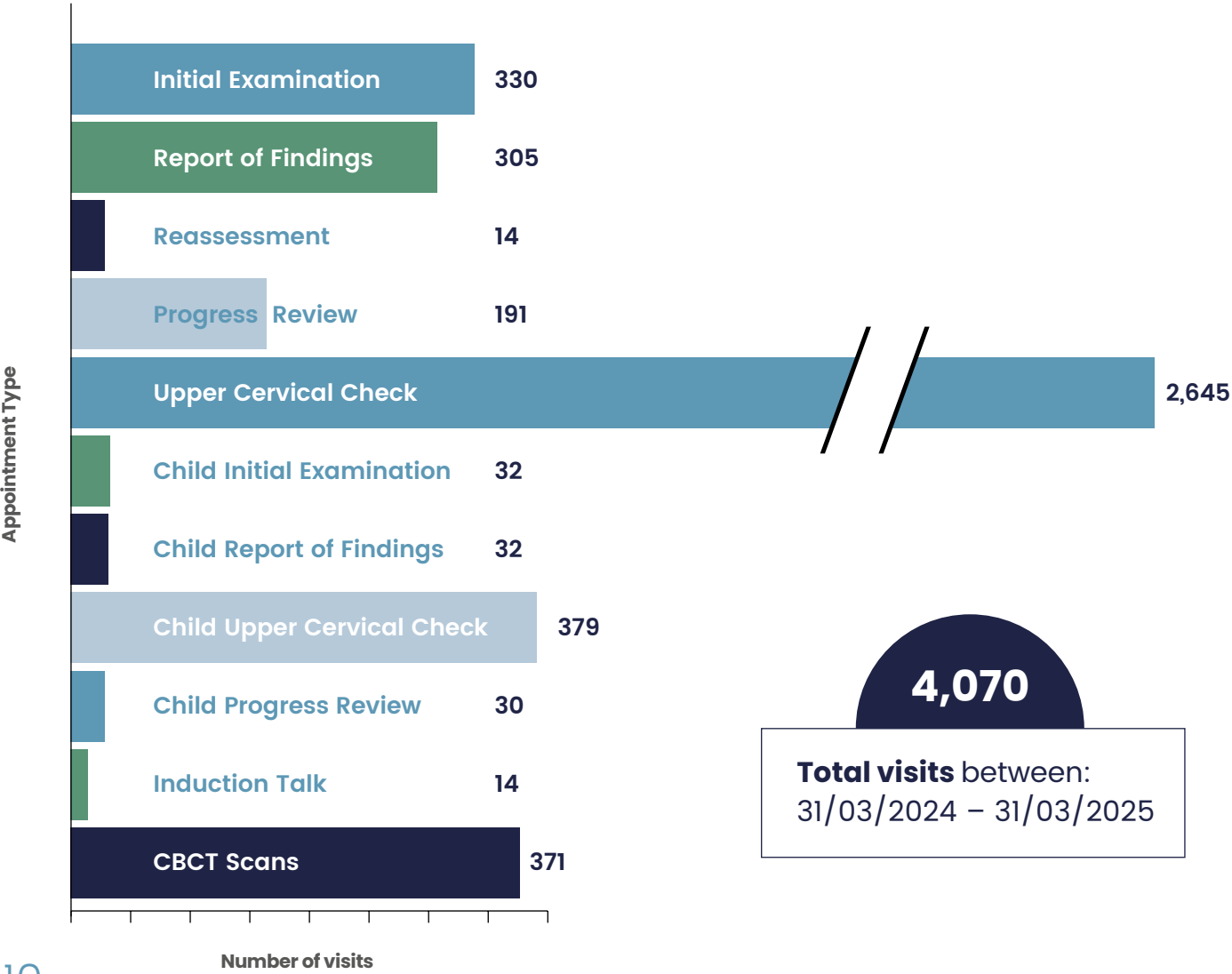
Between 31/03/2024 - 31/03/2025



Impact and Insights

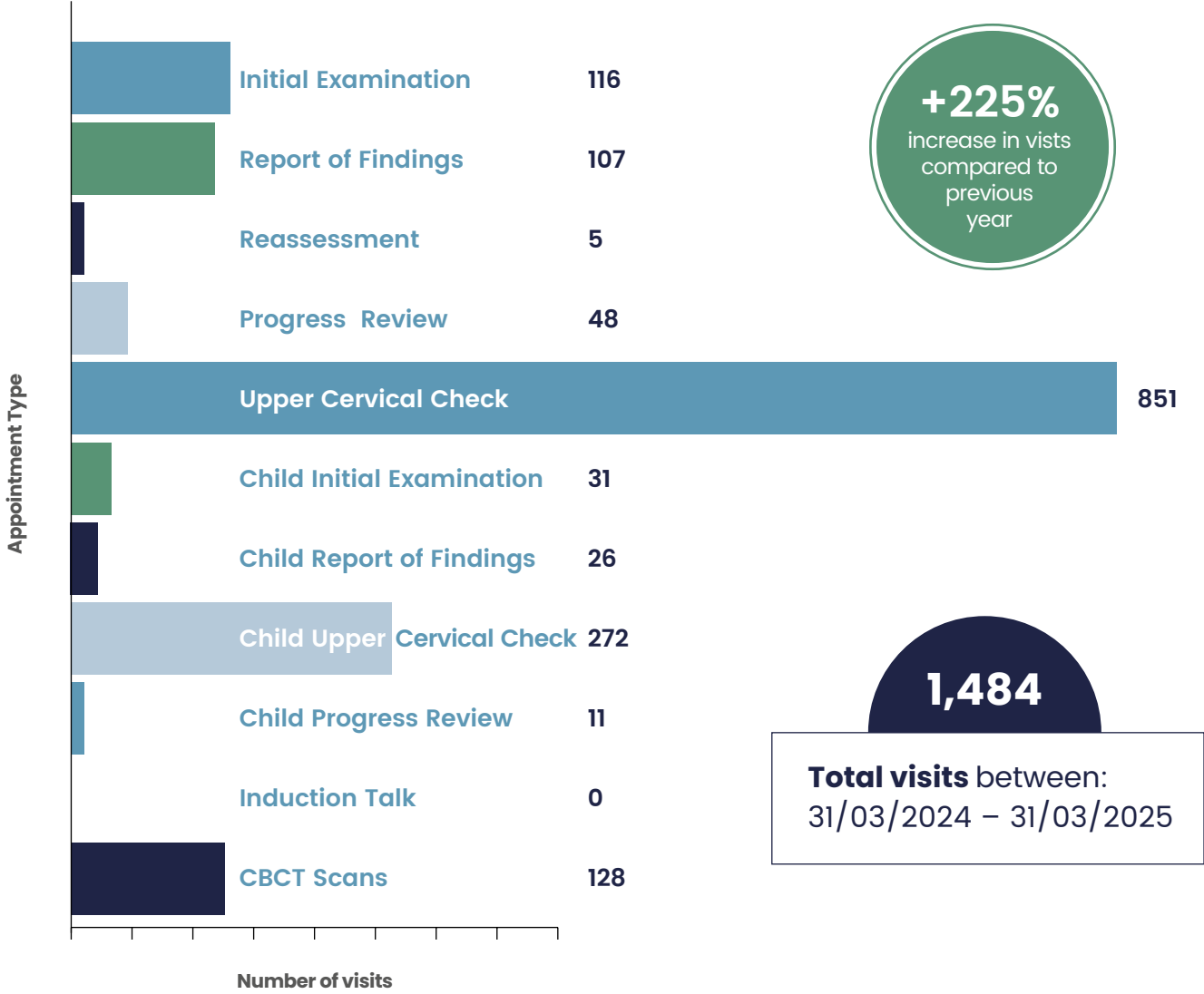
London

Top Chiropractic London, originally established as The NUCCA Clinic, became part of the Top Chiropractic family in July 2020 under the leadership of Dr. Christian Caswell. As the UK's first dedicated Knee Chest Upper Cervical Chiropractic clinic, it set a new benchmark in precise, specialist care. Initially based at 11 Welbeck Street, the clinic saw rapid growth, leading to a move to a larger, purpose-designed space on Devonshire Street in the heart of Marylebone. Now, Top Chiropractic London is home to two Upper Cervical Chiropractors and three Chiropractic Assistants. The clinic proudly houses its own Cone Beam CT scanner (CBCT).



Birmingham

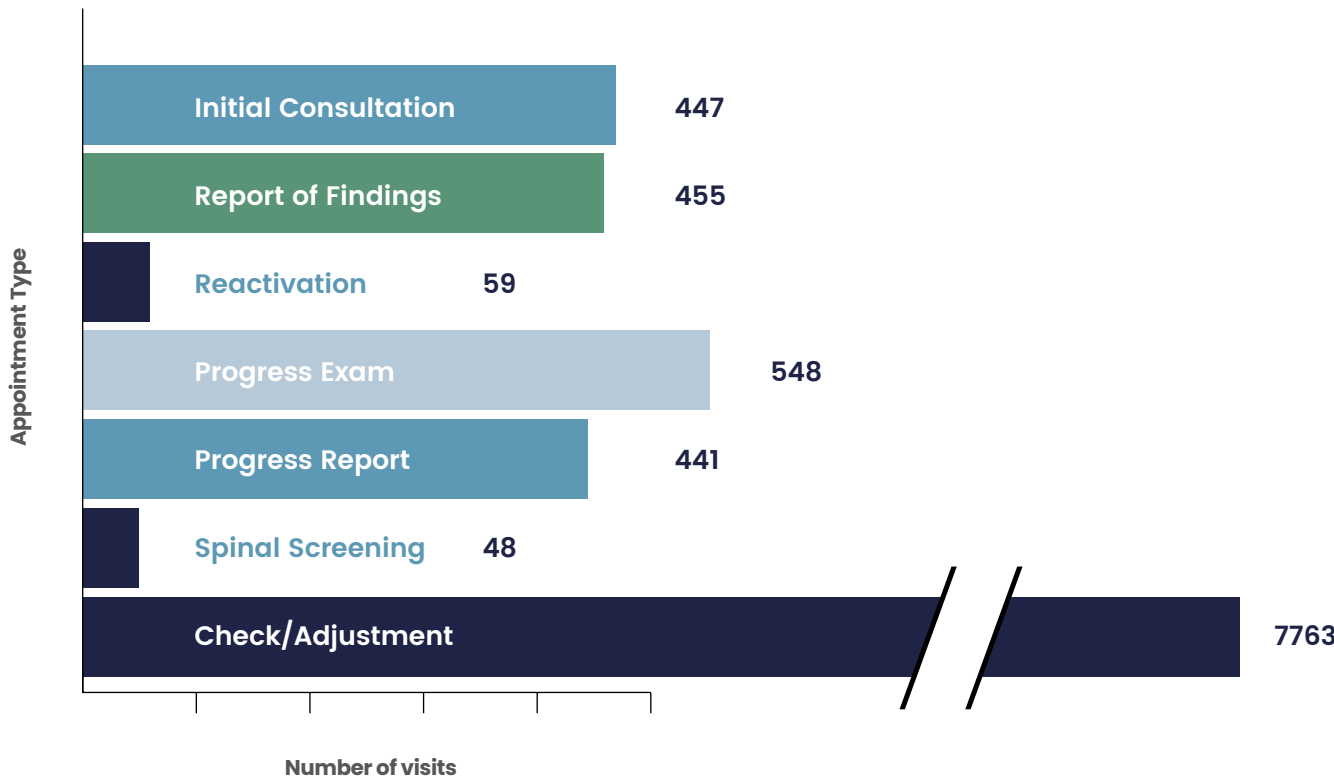
Top Chiropractic Birmingham was established as the second dedicated Upper Cervical Chiropractic clinic in the UK, following increased demand from clients in the London area. Originally based at the Birmingham Holistic Centre in Kings Norton, our clinic quickly grew and, after just one year, transitioned to its own dedicated space. In August 2024, following extensive renovations, we proudly opened our doors in the heart of Hampton in Arden in Birmingham. Top Chiropractic Birmingham is home to one Upper cervical Chiropractor and two Chiropractic Assistants. This clinic also proudly houses its own CBCT scanner.



Impact and Insights

Milton Keynes

TOPCHIRO Milton Keynes, originally established as Corrective Chiropractic MK, became part of the TOPCHIRO family in December 2022 under the leadership of Dr. Christian Caswell. The clinic, in Wolverton Mill, Milton Keynes, is home to three Chiropractors and three Chiropractic Assistants. TOPCHIRO Milton Keynes implements the Gonstead system, houses its own X-Ray and integrates INSIGHT CLA Scanning.

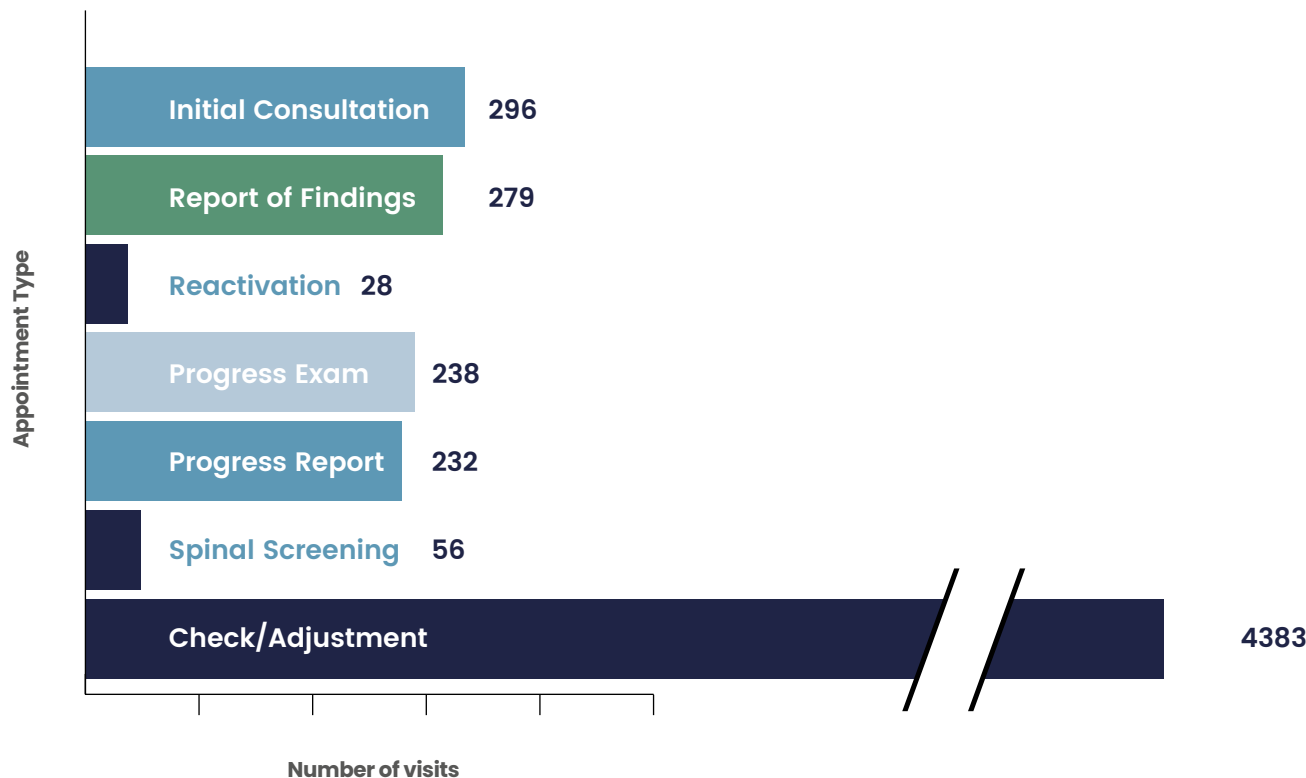


9,898

Total visits between:
31/03/2024 – 31/03/2025

Aylesbury

TOPCHIRO Aylesbury, originally established as Corrective Chiropractic, joined TOPCHIRO in September 2024 under the leadership of Dr. Christian Caswell. Located on Elmhurst Road, there are four Chiropractors and three Chiropractic Assistants. TOPCHIRO Aylesbury integrates the Gonstead Technique. It was given a makeover in February 2025, with a bespoke new reception desk and coffee table. It also houses its own X-Ray and INSIGHT CLA Scanning.



5,520

Total visits between:
31/03/2024 – 31/03/2025

Impact and Insights

Newcastle

Top Chiropractic Newcastle, located on Charlotte Square, opened its doors in November 2024 under the care of Dr Robin Caswell. Conveniently situated in Newcastle city centre, we serve clients from across the region seeking expert chiropractic care. Top Chiropractic Newcastle is currently partnered with Heaton Dental Practice – an external referral center for CBCT images. As the first dedicated Upper Cervical Chiropractic clinic in the North of England, we are proud to bring this specialised approach to the Northeast.

Appointment Type

Initial Examination	32
Report of Findings	32
Reassessment	3
Progress Review	1
Upper Cervical Check	143
Child Initial Examination	0
Child Report of Findings	0
Child Upper Cervical Check	2
Child Progress Review	30
Induction Talk	14
CBCT Scans	33



206

Total visits between:
31/03/2024 – 31/03/2025

Edinburgh

Top Chiropractic Edinburgh was established as the first dedicated Upper Cervical Chiropractic clinic in Scotland. Located on Stafford Street and the newest Upper Cervical Clinic; Top Chiropractic Edinburgh was co-founded by Dr. Christian Caswell and Dr. Ryan Copleston. It is currently home to one Upper Cervical Chiropractor. This clinic also proudly houses its own CBCT scanner.



Education



As part of our ongoing commitment to clinical excellence and team growth, the TOPCHIRO team has actively invested in continued professional development throughout the year. Together, we attended several esteemed seminars and events, each contributing to our collective knowledge, technique refinement, and alignment with chiropractic philosophy. Highlighted events from the year include:

KCUCS Seminar (February 2025) – With a strong emphasis on X-Ray and CBCT analysis, our chiropractors had the invaluable opportunity to advance their understanding of the upper cervical spine with guidance from Dr. Rob Kessinger.

Sherman College Lyceum (May 2025) – A gathering of well-respected leaders and chiropractors committed to advancing chiropractic education and philosophy. We were honoured to support Dr Travis Corcoran, founder of TOPCHIRO, as he took to the stage and shared his vision and expertise.

TOPCHIRO Semi-Annual Team Meeting (May 2025) – A powerful weekend dedicated to refining our shared vision, fostering a deeper team connection, and sharing best practice. A highlight was our very own Dr. Elliott Swepson who inspired the team with his wisdom and knowledge.

Edinburgh Lectures (June 2025) – This event, held in Scotland, was an esteemed platform for expanding clinical understanding and connecting with the broader chiropractic community in the UK. Topped off with an unforgettable evening of Ceilidh dancing – it was a perfect celebration of camaraderie and culture.

Gonstead Seminars (July 2025) – Chiropractors from our Milton Keynes and Aylesbury offices participated in hands-on, intensive, technique-focused training to deepen their proficiency in the Gonstead technique. We were also pleased to host a seminar in our Milton Keynes clinic from David Currie, a very well respected Gonstead Chiropractor.

Thompson Seminar (Sept 2025) – We look forward to hosting Dr. Aram Gomez in September 2025 for a Certification in the Thompson Technique.

Academy of Chiropractic Philosophers (ACP) – We are proud to report that several of our chiropractors are currently enrolled in the 100-hour scholarly ACP program at Sherman College. This course is designed to challenge and inspire participants to deepen their understanding of chiropractic philosophy and explore its connection to the above-down, inside-out worldview. Current Chiropractors enrolled on this programme are: Elliott Swepson, Jimmy Ng, Robin Caswell and Kellie Tan.

Future Chiropractors in Training

We are incredibly proud to share that four of our dedicated Chiropractic Assistants are currently pursuing their formal education to become chiropractors. Demonstrating both their passion for the profession and their commitment to life-long learning.

- **Phoebe Coward and Elizabeth Anderson** are in their second year studying at McTimoney College of Chiropractic in Abingdon. Their studies include biomedical sciences, research and neuroscience, whilst they also build a strong foundation in the McTimoney chiropractic technique.

- **Asiya Majid** is enrolled at London South Bank University, where her academic focus includes clinical diagnosis, public health, rehabilitation and the continued refinement of her chiropractic technique.

- **Vidhee Jagatia** began her journey studying at McTimoney College of Chiropractic, alongside Phoebe and Elizabeth, but is now on an exciting transfer to London South Bank where she will continue her studies, progressing into her second year in September 2025.

Their journey reflects the strength of our internal culture, one that encourages growth, supports ambition and nurtures the next generation of chiropractors. We look forward to supporting them every step of the way as they transition from valued assistants to future chiropractors.



Milestones in Clinic Development

Equipment Investments

This year has been a transformative period for our clinics, marked by strategic investments designed to elevate care, enhance diagnostic precision, and expand accessibility. We are proud to highlight the addition of several state-of-the-art technologies and facility upgrades:

Objective Testing

- **Cone Beam CT Scanner** – Our London, Birmingham, and Edinburgh clinics are now equipped with advanced 3D imaging, enabling unparalleled visualisation of the upper cervical spine and surrounding structures. This technology improves the accuracy of our upper cervical analysis and care planning
- **Titron Scanner** – Every TOPCHIRO clinic now houses at least one Titron scanner. This non-invasive instrument detects abnormal thermal patterns along the spine, offering objective assessments of nervous system function. We are also set to become the European hub for Titron scanner recalibration in 2026.
- **CLA CORE Score System** – By combining Surface Electromyography (EMG), Thermal Scanning, and Heart Rate Variability analysis, this system provides a comprehensive view of client health. The CLA CORE Score allows us to track measurable progress throughout care, with our Milton Keynes and Aylesbury clinics leading the way in its implementation.
- **NeckCare Devices** – Soon to be introduced across our Upper Cervical offices, the NeckCare System enables chiropractors to objectively assess range of motion, proprioception, and sensorimotor control of the neck.

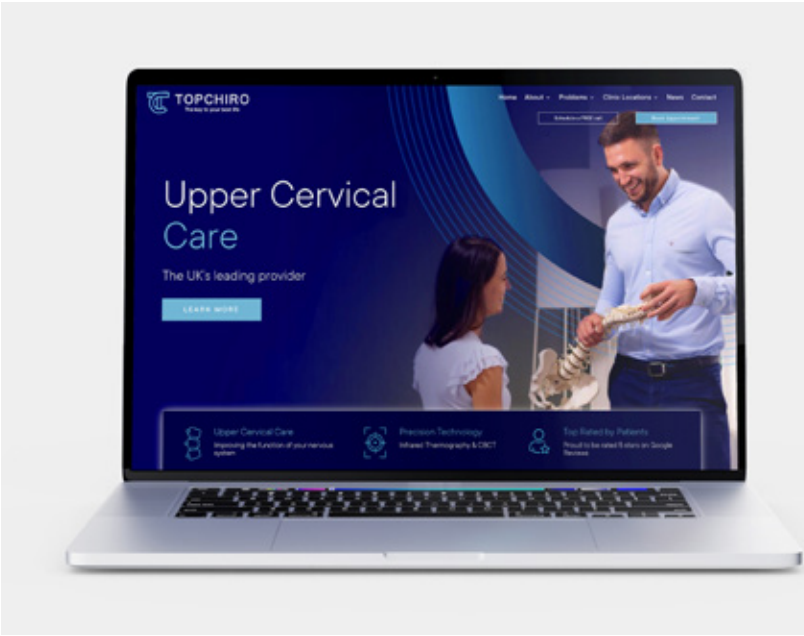


We are proud to highlight the addition of several state-of-the-art technologies and facility upgrades



Clinic Enhancements

- **Resting Chairs** – Six new zero-gravity chairs have been added to the Birmingham clinic, creating a calming, restorative space for clients.
- **Technology Upgrades** – Every room in our Milton Keynes and Aylesbury clinics has been fitted with new computers, supporting smoother clinic operations and client interactions.
- **Lighting Improvements** – The Aylesbury clinic underwent a full lighting upgrade; improving both visibility and ambience.
- **Outreach Equipment** – Milton Keynes and Aylesbury now feature branded gazebos, flags, posters, and leaflets for screenings; strengthening community presence and brand awareness.
- **Clinic Interiors** – To unify the look and feel across all locations, bespoke wooden coffee tables and reception desks, crafted by Mark Gates, have been installed, creating a warm and welcoming environment.



Digital Innovation

- **Website Rebrand** – In partnership with www.reactivedesign.co.uk, we launched a modern, user and mobile-friendly, SEO optimised website. The new platform streamlines booking, expands educational resources, and enhances overall client experience.
- These investments demonstrate our unwavering commitment to innovation, excellence, and client empowerment through modern chiropractic care.

Why We Do What We Do



“Life completely changed for me”

“I recently visited Elliot Swepson in desperation for help. We traveled over from Ireland. I was completely debilitated. I had full body tremors, seizures, tics, cognitive issues, brain fog, light sensitivity and the list goes on. I was left in a wheelchair for a year with no hope. After a long year of hospital stays, tests, medications, hospital treatment, physio, procedures, consultants, neurologists and alternative treatment options - I was getting nowhere. I was diagnosed with Functional Neurological Disorder which started in reaction to a vaccination whilst I was being treated in hospital for many infections, however a few weeks prior I was also on a car accident. Due to my movements and neck pain I believed I had damaged my neck but in Ireland this issue was ignored and due to my diagnosis I was told there was “No Cure”. I did my research on the upper cervical region and came across top chiropractic and I just felt that their treatment made sense to me and I believed that the top of my spine was driving my condition.

Upon meeting Elliot I could tell he was very knowledgeable and he didn't retreat from my situation like most other specialists have that had seen the state I was in. People were frightened by the extremity of my movements. Once we did the testing and scans I was just so relieved to finally have the answers I was looking for. After a couple of days of adjustments I was already noticing small improvements. Within 10 days my involuntary movements were almost gone!! I had no seizures since adjustments and all other symptoms gradually just reduced. I returned to Elliot 2 weeks later and he was over the moon with my improvements. Life completely changed for me in a matter of days and I am just very grateful for Elliot's work. I would encourage anybody with neurological conditions to get there C1/C2 checked out as damage to this area is responsible for so many debilitating and degenerative diseases and illnesses.

I was starting to loose hope but I am so glad that I found Top Chiropractic London. It has literally been a MIRACLE for me and there is every reason it may be for you too. Don't hesitate to book in with these guys”

- Hayley



“I feel 99% better”

“Had odd symptoms for a while like dizziness, pain in both legs and pain in shoulders. After a full review with Jimmy and one adjustment so far, I feel 99% better. I'm confident it will stay this way with my regular check ups with jimmy at the clinic.”

- Sanjeev Sansoy



“Top quality!”

“I can't rate TOPCHIRO Aylesbury highly enough! The care I receive is top quality and totally catered to my body. Dr Paris takes great care in customising each appointment for how you're feeling and what your body is doing. I always leave the practice feeling so much lighter! His adjustments have hugely reduced my upper back pain and increased the mobility of my spine in less than 6 months. I came to the practice early in my second trimester of pregnancy and he's taken great care to cater for my changing body, and the common aches that come with it. The staff at the clinic are equally as lovely and caring - I look forward to chatting with them each time I visit. The whole team is professional and passionate about what they do, I highly recommend starting your chiropractic care here!”

- Heather

“Helping me get my life back”



“I have been visiting Robin weekly for the last 6 weeks due to experiencing life-altering symptoms that came on after a viral infection and ongoing issues with my back and neck. My symptoms were ... Dizziness, vertigo, severe migraines, ringing in my ears, eye pressure / face pressure, sinus issues, physical pain neck back hips, digestive issues, brain fog, anxiety, and very low mood.

After numerous visits to A&E, a 3-week hospital stay, and an MRI of the brain and spine, scans came back clear. After seeing a private neurologist who suggested nerve medication, which made me feel like a zombie and did not address the underlying issues.

I did my own research and made an appointment to see Robin, and after a full body assessment and scans to see that, in fact, there was a misalignment in my neck C1 and C2 that were causing these symptoms and playing havoc with my nervous system.

And after just a few adjustments, I already feel better. Some of my symptoms have left completely, while some are ongoing with less intensity. I can't thank Robin enough for his professionalism, knowledge and such a welcoming, safe, calming environment to be in and for helping me get my life back.”

Rosie



“I can't recommend enough!”

I can't thank Dr. Michalis Demetriou enough. I'd been living with lower back pain for almost ten years; constant, debilitating spasms, excruciating pain and stiffness that would leave me unable to move for days. Time after time I ended up in A&E, only to be told it was sciatica and sent away with medication that gave only temporary relief. No one ever looked for the real cause.

From my very first session with Dr. Michalis, things felt different. He took the time to really understand what was going on, quickly found the underlying cause and started treating it, and not just masking the symptoms. I'm only a few sessions in and already feel a level of relief I never thought possible.

He is kind, thorough and genuinely cares about his patients. I can't recommend him highly enough to anyone struggling with chronic back pain.

- Karan Shetty



“Now that is a result”

Positive result with declared presenting problems...happy indeed. But, expectations were bettered when to boot a 30 year dependence on prescribed medication moderating my High Blood Pressure diminished significantly. Now that is a result with ribbons.

- Alexander Lynch



“Amazing experience”

Amazing experience with Hans Chew. Always friendly, welcoming and nice to talk to. He helped me with lower back pain as well as my neck pain which I can't be happier about and I couldn't recommend enough!

- Richie



Strategic Partnerships and Outreach

At TOPCHIRO, we recognise the donors, regents, and advocates who play a vital role in advancing the chiropractic profession. Our partnerships and outreach initiatives this year reflect our ongoing commitment to supporting education, research, and community engagement.

Professional Associations & Memberships

We are proud to support and actively contribute to the following chiropractic organisations:

- International Federation of Chiropractors and Organizations (IFCO)
- Vertebral Subluxation Research
- Scotland College of Chiropractic (SCC)
- International Chiropractors Association (ICA)
- Chiropractic Freedom Coalition

Additionally, all TOPCHIRO UK chiropractors are members of the United Chiropractic Association (UCA), strengthening our collective voice and professional standards.

Academic & Leadership Involvement

- 1. **Sherman College Regents:** Elliott Swepson, Christian Caswell
- 2. **Delta Sigma Chi Members:** Christian Caswell, Elliott Swepson, Quan Nguyen, and Bruce Caswell (Honorary Member)



Donations

Our contributions this year reflect our belief in giving back to institutions and communities that align with our mission:

- £15,000 donation to the Scotland College of Chiropractic** – Funding the student clinic reception area.
- £2,000 donation to Mount Abu Global Hospital** – Supporting healthcare access internationally.
- £500 sponsorship to Health Sciences University, Bournemouth** – Providing a new rugby kit for chiropractic student athletes.
- £300 to Delta Sigma Chi**

Partnerships with other providers

- **Inger Rouge, DACBR** – Provides expert support for interpretation of X-Ray images and CBCT scans, ensuring diagnostic accuracy and safety.
- **Network Rail, Milton Keynes** – At their headquarters in Milton Keynes, we hosted a spinal screening event that enabled outreach and introduced many new clients to chiropractic care. We look forward to building on this partnership in the future.
- **UCC Near Me** – Since the opening of our London clinic five years ago, we have developed a strong partnership with UCC Near Me, an online marketing and directory platform that helps guide people in search of Upper Cervical Chiropractors.
- **Oliver Eaton** – A Prolotherapy specialist in Pro Health Clinic, London Harley Street has been a great asset for referrals and collaborative care for our clients.

India Mission Trip



TOPCHIRO has been privileged to help many people across the UK and Europe, providing them with high quality chiropractic care. We recognise how fortunate we are, so many people can access our services in our part of the world. However, millions of people globally do not have access to chiropractic care and many, may have never even heard of it.

As a commitment to serving humanity through Chiropractic care, the TOPCHIRO team, has decided to commit to serving those in less fortunate regions who have not yet had access to high-quality chiropractic services.

Through a connection with a charitable hospital in North-West India, we were invited to provide our services to the people there. The plan is to visit this location three-four times per year on a voluntary basis helping as many people as possible.

Our first trip organised by Dr. Christian and Vee from our UK team in November 2023, laid the foundation for what has become a long-term and sustainable project. Equipped with a portable bench, laptop, and Titron scanner, they set off to Mount Abu Hospital, Rajasthan, not knowing what to expect. Since then, we have returned five times, averaging two visits a year, and in 2025, we hope to increase this to three.

During each weeklong visit, our chiropractors work from the physiotherapy department, with access to the radiology department for any people who required x-rays. On average we see around 400 people per visit, with many people experiencing chiropractic care for the first time. People present with a diverse range of conditions – from neck and back ache, sciatica, trigeminal neuralgia, dizziness, vertigo and even post stroke recovery. Even within the short time frame, we have seen life changing results, and they frequently ask when we will return.

Our most recent trip in June 2023 expanded into two sites: The Mount Abu Global Hospital and a nearby Trauma Centre, one hour apart. Operating across two locations simultaneously created new challenges and opportunities. Two teams of three – led by Dr Christian and Dr Ryan, provided more than 700 appointments over six days. Care included thermal scanning with the same equipment used in our UK offices, combined with upper cervical x-rays to ensure our usual standard of care. The Global Hospital has also recently installed a CBCT scanner, which we hope to integrate into our work once referral and analysis systems are in place.

We were supported by four chiropractic students, who assisted the lead chiropractors and gained invaluable, hands-on experience at the highest level—an opportunity that will help shape them into better clinicians.

Our next visit is scheduled for November 2025, fulfilling our goal of maintaining a sustainable rhythm of sending chiropractors every four months. We've also started exploring the possibility of having a permanent member of staff in this location so that the local community can access regular chiropractic care that will continually benefit them. (Don't worry—none of us are moving to India!)



Tribute

Bruce Caswell

BRUCE CASWELL AND CHIROPRACTIC IN THE COMMUNITY

“I, Bruce John Kelvin Caswell use my enthusiasm, resilience and integrity, to help others embrace their lives, overcome adversity and live according to principles.”

Bruce’s chiropractic journey began in the early 2000’s after a family member injured their spine and was in serious pain and discomfort. Bruce searched the Yellow Pages and found a local chiropractor, Dr. Ken Rose, who was able to help almost instantly. Following this, Bruce took his wife and two children, Christian and Robin, to visit Dr. Ken at the clinic for weekly check ups.

Through these visits, Christian decided at the age of 11, that he wanted to become a Chiropractor inspired by the positive impact chiropractic care had on his family. Christian graduated from AECC in 2017, and four years later, Robin followed in his footsteps and graduated.

Bruce was an advocate for life-long learning and, after being inspired by his two sons, Christian and Robin, he decided to pursue a career in Chiropractic himself. At the age of 55, Bruce enrolled on the five-year part-time course at McTimoney College of Chiropractic, Manchester Campus.

Bruce thoroughly enjoyed the journey, overcoming various “health expressions” and steadily working towards his goal to become a Chiropractor. In December 2024 he received the news that he had passed the course and would graduate on 12th April 2025. Bruce was scheduled to begin practice at Top Chiropractic Newcastle as an upper cervical chiropractor alongside his son Dr. Robin.

Bruce was determined to attend the graduation he had worked so hard for, but unfortunately, on the 8th April 2025, Dr. Bruce Caswell died surrounded by his family.

His profound impact on his colleagues was highlighted by the two standing ovations he received at his graduation: one for earning his degree and another for being awarded the Lorna Ridgeway Prize for his contribution to the student community. Anyone who had the privilege to meet him knew they had encountered someone of incredible character and integrity.

Dr. Bruce never stopped learning and was partway through completing the Academy of Chiropractic Philosophers (ACP) course and had begun the application process to join the Delta Sigma Chi. Dr. Bruce has since been made an honorary brother of Delta Sigma Chi.

One of Dr. Bruce’s projects was to establish a chiropractic charity called “Chiropractic in the Community”. His aim was to bring principled chiropractic care to underserved communities across the world. This charity is now in the process of being set up in his honour.

Chiropractic in the Community

A project initiated and inspired by Dr. Bruce Caswell, ‘Chiropractic in the Community’ aims to bring high quality chiropractic care to underserved communities across the world. Whilst the charity is still in the process of being set up, the QR code can be used for donations.



Strategic Outlook

Goals for 2026

- Increase capacity across all clinics and ensure smooth and efficient operation of all systems.
- Recruit and onboard new chiropractors across our Milton Keynes, Aylesbury, Birmingham, Edinburgh locations.
- Hire additional Chiropractic Assistants in Birmingham and Edinburgh to support growing client demand.
- Strengthen our partnership with Titronics, positioning ourselves as the central European hub for the recalibration of Titron Thermography scanners.
- Implement a CRM system to better track enquiries and manage client communications, ensuring a seamless experience from first contact through ongoing care.
- Establish a central hub, for in-house training, seminars, and a shared hot-desk office space to support collaboration and professional development.

Planned Expansion and Renovations

- Redecorate the Milton Keynes clinic to provide an enhanced client experience and working environment.
- Commission and a purpose-built bespoke wooden reception desk for the London clinic in collaboration with Mark Gates Furniture.
- Identify and secure a location to establish a Top Chiropractic in Manchester, Cardiff and Bournemouth.





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