

How old are you?

I'm 47. Sometimes I feel my age but you have to keep going. We don't slow down because we get old, we get old because we slow down.

Where do you live?

I live in West Hill. We moved to Devon nearly two years ago and I absolutely love it. Best place in the UK (Cornwall a close second!)

Do you have a partner, children and/or any pets?

I am married and have an 11-year-old daughter and an eight-year-old son. They love it here too.

How did you get into your business?

I qualified as a physiotherapist about 25 years ago. I always wanted to do something active and I would struggle to work in an office. For a year I worked in the NHS but I found I could do much more with my patients working privately. So I started my own business and it became a busy group of clinics in London.

Can you tell us a bit about your business?

The Good Physio tackles a growing need for holistic physiotherapy services for the many people who are being failed by the current medical model. Our ethos is about working in a close network of like-minded clinicians who are dedicated to providing the best possible service to their patients.

What's the one tip you would give to start-up businesses?

Have a good understanding of your target market and your ideal customer. Make efforts to fill your time with this group, not just everyone you can find.

What's the one object you cannot live without?

Definitely my trail running shoes.

How would you describe yourself?

I love the outdoors and nature, especially when combined with endurance sports. I supposed I am relatively introverted - I'm as happy in my own company as I am sharing it with other people.

Why should people come to Exeter?

The city centre and university are great, and it's brilliant to have the best rugby club in the country here.



Photo: KYLE BAKER PHOTOGRAPHY

20 questions

For **NICK CRITCHLEY** of
The Good Physio a move to
Devon is bringing personal
and professional rewards

ABOVE:

Physiotherapist Nick Critchley is enjoying the move to the West Country

There are also so many amazing places to explore - Dartmoor, Exmoor, the north coast, Cornwall. It's wonderful.

What do you think the city is missing/lacking in?

I can't think of anything - no complaints.

What is your greatest strength?

I like to think I'm pretty resilient. I prefer to listen and think before I talk but once I have a firm idea about something, I stick at what I believe in.

What is your biggest weakness?

Maybe I can be a bit stubborn.

Where's your favourite holiday destination?

We recently went to Lisbon for a long weekend break. It really grew on me the longer we were there. It has such a great atmosphere, with a mixture of ancient winding streets, the old trams and great food on every corner as well as a really young, modern vibe. It seemed like a really up and coming place.

What book are you currently reading?

I'm reading *Adventures in the Anthropocene: A Journey to the Heart of the Planet We Made*. I'm

concerned about the fragility of the planet, climate change, its resources and how we are going to adapt with a growing population. I sense that we need to lead simpler lives, otherwise we have a growing global population consuming more and more.

What's your best dinner party dish?

I love Italian food. You don't have to be a great cook to make something really nice because it is relatively simple. But you must have really fresh, good quality ingredients.

If you could invite any three people in the world to said dinner party, who would they be and why?

David Attenborough, Eliud Kipchoge and Michelle Obama

If you were Prime Minister for a day, what would you do?

Put money into schemes where younger people with less opportunity or who have made poor choices and found themselves in trouble, have the chance to realise their potential and be given support, improve belief and sense of self-worth.

If you could re-visit your younger self, what advice would you give him/her?

I wish I had had more self-belief when I was younger. It's never too late to develop this but it would have been nice to have it from an earlier age.

What's the craziest thing that's ever happened to you in business?

Some years ago I met the running legend Haile Gebrselassie - I love running so for me it was amazing. Adidas were filming an advert and wanted a private gym in London to use, so they contacted us. Haile was involved, and spent time at the clinic. He was such a nice person, so humble and sat having a cup of tea with us after everyone else had gone. Try finding a photo of him where he isn't smiling. He was like that when I met him - such a nice human being.

Describe your perfect Sunday.

Get up early for a long run, hot bath, make a roast dinner, go out somewhere nice for a walk or mountain biking with kids. Then cuddle up with family on the sofa for a late afternoon movie. Perfect. ♦



THE GOOD PHYSIO
EXPECT TO GET BETTER

A new, holistic approach to your physical and mental health

Good physiotherapy is about using science-based treatments to optimise your physical and mental well-being.

Nick Critchley has moved from Harley Street to Exeter, setting up The Good Physio to offer specialist physiotherapist services for the treatment of:

CHRONIC PAIN
SPINAL CONDITIONS
HEADACHE AND MIGRAINE
AND MANY OTHER
AILMENTS AND INJURIES

We do something different – a cutting edge approach using active rehabilitation, modern pain science, education and continued lifestyle guidance

If you've reached the end of your tether, we can help. You'll rediscover your quality of life and feel like you again.

We're based in the Holmedale Health Centre in Denmark Road in Exeter.
For more information about how we work and what we do, please visit:
www.thegoodphysio.co.uk/ or call us on 01392 982 198

