



PETER ROBERTS (FRICS)

Founder and CEO of Pure Gym

Peter Roberts founded Pure Gym in September 2008 after conducting extensive research into the low cost gym market. He set in place an experienced management team and raised initial investment through Private EIS Funds, to allow the first two gyms to open in Manchester and Leeds in November 2009.

With over 35 years property and leisure industry experience, Peter wanted to start a gym chain that broke down the barriers preventing people from exercising. Peter created Pure Gym - a gym that is revolutionising the gym industry, eliminating contracts and high membership fees, offering the flexibility of 24 hour opening - to make fitness more accessible for people of all ages.

Peter's impressive career history spans a combination of leadership, development and management. From forming the Langdale Group PLC in 1980, to becoming a partner at Countrywide Leisure Management, a business that identified and developed unquoted leisure investments for both high net worth individuals and institutional investors. After starting Lazards Leisure Venture Capital Fund in 1985, Peter bought Dragons Health Club to the Fund and acted as Non Executive Director for seven years, through to its sale to Crown Sports as well as several other successful buyouts and flotations for companies such as Luminar PLC and Country Style Inns.

Peter formed Golden Tulip UK which developed 15 new mid market style hotels which was successfully sold to Whitbread in 2008.