

<http://www.bbc.co.uk/news/business-34316387>

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Boss of Pure Gym

<http://www.bbc.co.uk/news/business-33149879>

- Budget vs Boutique
- <http://www.bbc.co.uk/news/business-33149879>
- Battle of the budget gyms on Tyneside
- <http://www.bbc.co.uk/news/uk-england-31020801>
- <http://www.payasugym.com/>
- http://www.thegymgroup.com/fileadmin/uploads/gym/PDFs/PR_Section/THE%20GYM%20GROUP%20FACT%20SHEET.pdf

- Consumer spending on UK gym membership has soared by 44% in the last year (Cardlytics)
- In June Sport England reported the first fall in the number of people going to gyms or keeping fit in the privacy of their own homes – by 153,000 to 6.56 million



Pure Gym, which Roberts started in 2009 with four sites in Leeds, Manchester, Wolverhampton and Edinburgh, now has 90 gyms from Aberdeen to Southampton.

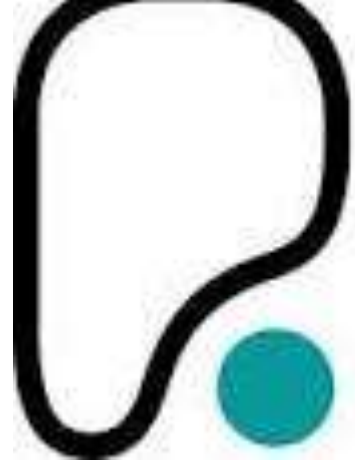
It is opening 40 new outlets this year, after launching 30 in 2014, and has set a target to have 250 to 300 UK gyms by 2020.



... of Britons attend a gym, so competition is largely a
... of attracting each other's customers rather than
... g new ones. The overall UK gyms market has only
... y 2pc in the past four years.

“There are 6,000 clubs in the UK overall with a total of 7m members at the moment, he says. “There are lots of independents and local authorities still own 55pc of the sites. “But only about 300-350 of those are low-cost, so the low-cost part of the UK market is still very small. We think there's probably room for another 300 gyms. We obviously won't get all of those but there's still quite a lot to go for.”

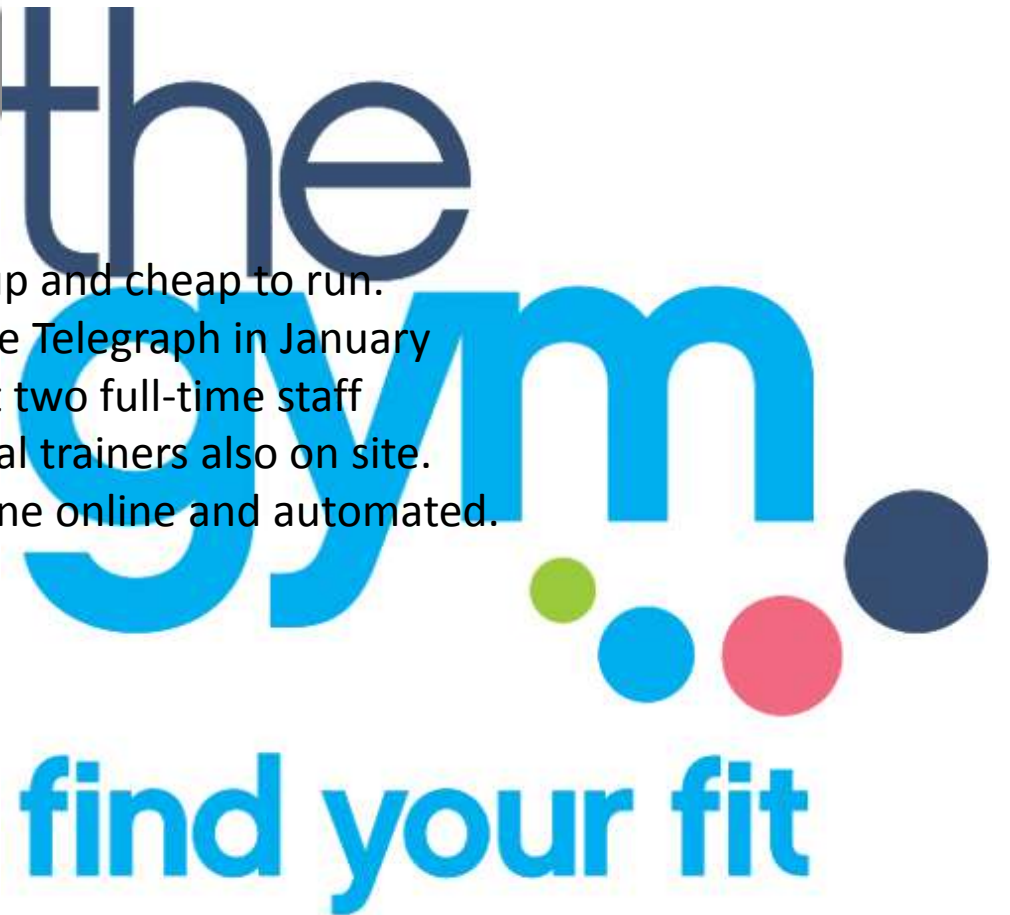
The operator has other plans. It is looking at developing a range of smaller gyms for city centres and also wants to make its first venture overseas, where it is looking keenly at Italy, Spain, South America and Africa.



PUREGYM

<https://youtu.be/bigseg7g5gQ>

These budget gyms are cheap to set up and cheap to run. Pure's founder, Peter Roberts, told The Telegraph in January that each gym typically employed just two full-time staff members, with self-employed personal trainers also on site. Most of the administrative work is done online and automated.



<https://youtu.be/IM7fWgDWBkY>

<https://youtu.be/OXPESvdWH8w>

Gym

