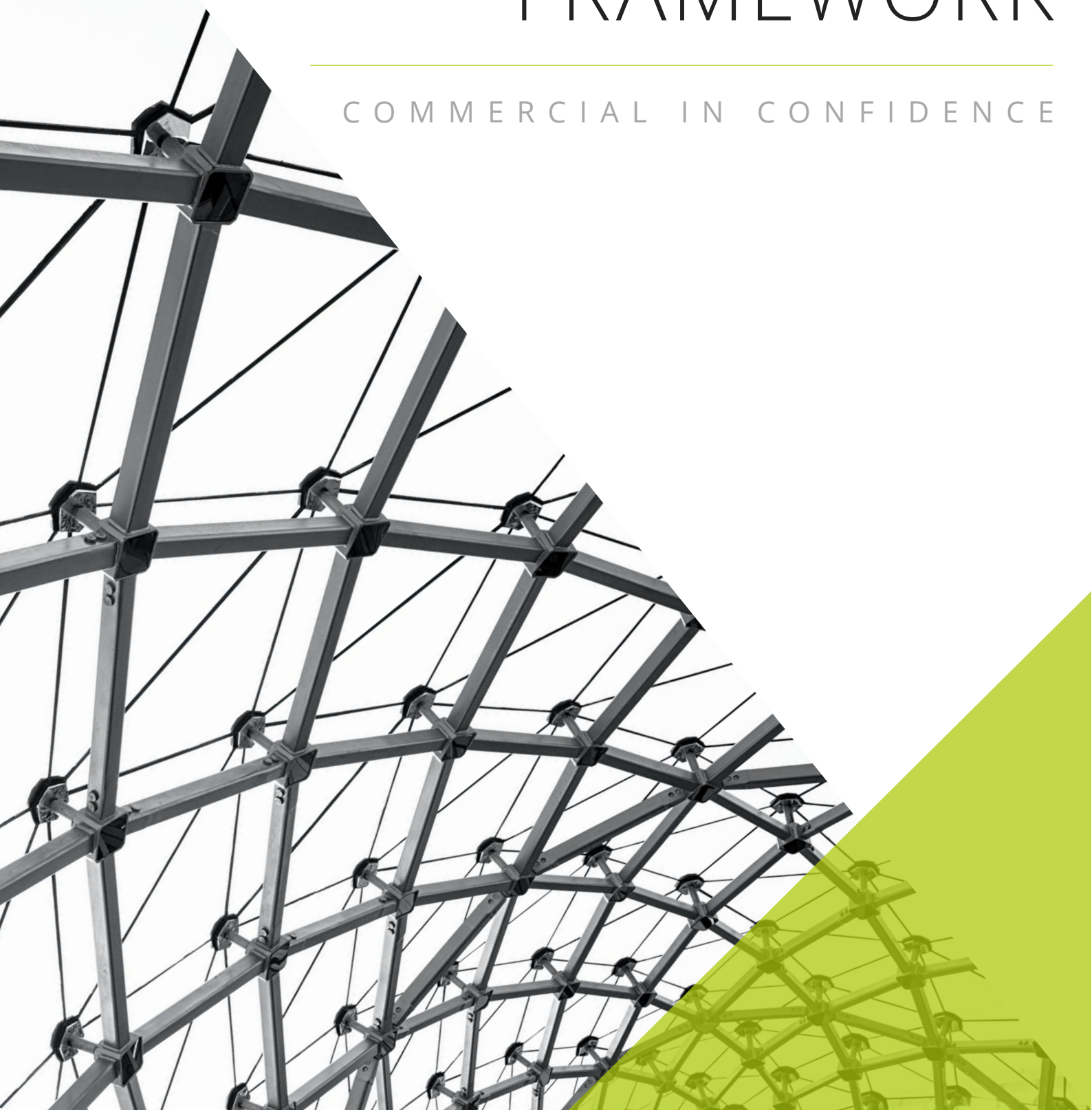# G-CLOUD PRICING FRAMEWORK

MANAGING ACTIVE LIFESTYLES

Gladstone Software, market leader with over 40 years' experience, provides innovative leisure management solutions to private and public sector organisations across the health and leisure industry. We take pride in understanding and interpreting the industry's ever-changing needs and are constantly striving for ways to adapt and improve our solutions to optimise customer experience and drive operational efficiency.

Gladstone offers an end-to-end leisure management system for managing memberships, class and activity bookings, reporting, customer communications, payments, business intelligence applications and much more. Committed to delivering quality services to the leisure industry, we work with a wide array of leisure trusts, universities, and schools and our unique solutions help operators to attract and retain an inclusive customer base. As the leisure industry becomes more and more digitalised, we are here to support operators every step of the way as they embark or continue their journey of digital transformation.

In addition to our advanced leisure management software, as a company, we are committed to working closely with our customers to deliver social value through impactful engagement within their local communities.

Gladstone currently support Private Operators, Leisure Trusts, Local Authority Leisure Centres, Universities and School Sport Centres from single site operator to large multi (300+) site operators. Customers already benefiting and driving their business forward with Gladstone's Leisure Management Systems are, but not limited to; David Lloyd Leisure, Places for People, Everyone Active, Active Leeds, Edinburgh Leisure, Glasgow Life, Freedom Leisure, Gwynedd Council, Conwy Council, Swansea University, Birmingham University, Oxford University, Cambridge University, Wellington College.

Gladstone

Features:

- Tablet ready, browser-based POS – operating over WiFi or 4G/5G SIM
- Fully customisable bookings functionality for single and recurring bookings (block bookings and invoice accounts)
- Fully integrated mobile app for iOS and Android
- Self Service browser-based app for online and mobile
- Integrated DD solution with automated comms
- Digital comms functionality for customer journey management with NPS and customer surveying options
- Payment Gateway and Merchant Services for platform
- Extensive Swim School & Course Management functionality
- Extensive KPI data and business intelligence tools (Reports)
- Fully secure, GDPR ready, hosted solution with 99.9% SLT (fully ISO & Cyber Essentials accredited)
- Extensive RESTful API library (open architecture)
- Experienced, knowledgeable, and dedicated support team
- Flexible, agile development with regular upgrades

Benefits:

- Interact with your customers anywhere, anytime.
- Improve customer experience with friction-free interactions and transactions
- Increase revenue with actionable business intelligence
- Improve performance and output
- Reduce barriers to membership sale and transactions
- Targeted communications for improved member experience
- Reduce operational spending
- Best of breed solutions for ultimate UX and CX
- Reduce attrition / Improve retention
- Improve safety (reduce physical interaction)

2025 PRICING

Gladstone

Leisure Management Solution – Monthly Pricing Per Concurrent Licence

	SMALL BASE SITE	MEDIUM CORE SITE	LARGE PRIME SITE*	X-LARGE ESTATE*
Core Package	**£83.00**	**£83.00**	**£83.00**	**£83.00**
Cloud / Hosting	✓	✓	✓	✓
Support & Maintenance	✓	✓	✓	✓
CRM & EPOS	✓	✓	✓	✓
- Mobile Device UI	✓	✓	✓	✓
- GDPR Functions	✓	✓	✓	✓
- Record Management	✓	✓	✓	✓
- Member Purge	✓	✓	✓	✓
- Document Management	✓	✓	✓	✓
- Bookings / Block Bookings	✓	✓	✓	✓
- Digital Class Check in	✓	✓	✓	✓
- Courses	✓	✓	✓	✓
- Invoice & Debt Management	✓	✓	✓	✓
- Prospecting	✓	✓	✓	✓
- Direct Debit & RCP Management	✓	✓	✓	✓
- Access Control	✓	✓	✓	✓
- KPI Reports (Baseline)	✓	✓	✓	✓
Online Services – Per Site**	**£125**	**£125**	**£125**	**£125**
- My Account incl. Debts	✓	✓	✓	✓
- Registration & Joining	✓	✓	✓	✓
- Bookings	✓	✓	✓	✓
- PAYG / Book & Go	✓	✓	✓	✓
- eCommerce Portal with Wallet	✓	✓	✓	✓
- Upfront, Direct Debit & RCP opt.	✓	✓	✓	✓
Native App – Per Site**	**£125**	**£125**	**£125**	**£125**
- Member Bookings	✓	✓	✓	✓
- Non-Member Bookings (PAYG)	✓	✓	✓	✓
- Access (Regenerative QR Code)	✓	✓	✓	✓
- My Activity	✓	✓	✓	✓
- My Favourites	✓	✓	✓	✓
- eCommerce with Wallet	✓	✓	✓	✓
- Account Portal	✓	✓	✓	✓
- Security: Facial Recognition	✓	✓	✓	✓
- Dark Mode	✓	✓	✓	✓

Marketing & Digital — Per month

	Per month
Audience Builder:	
- Essential (Single Site)	£82.00
- Leisure (up to 3 sites)	£238.00
- Leisure Plus (up to 6 sites)	£400.00
- Additional Leisure Plus Sites (per site)	£50.00
SMS Bundles:	
5k	£350
10k	£600

Data / Analytics — Per month

	Per month
Gladstone Reporting – Advanced: Data Analytics Mobile App, Dashboards, Trend Analysis /Forecasting and Pulse Metrics	
- Small	£82
- Medium	£183
- Large	£416
Data Extract – 1st Extract	£999
Data Extract – 2nd Extract	£595

Added Value Apps

	Per Month
Integrations (4Global, Technogym etc.)	
- Small	£125.00
- Medium	£1,150.00
- Large	£2,000.00
AWS / Adaptor	
- Small	£125.00
- Medium	£195.00
- Large	£250.00
GoLearn Advanced Course Management (Learn2 Courses)	
- CRM, Teaching App, HomePortal, Online Registration	£225.00
Single Sign On (web apps)	
- Essential (up to 100 users)	£150.00
- Leisure (up to 500 users)	£300.00
- Leisure Plus (501 + users)	£500.00

Marketplace:
Health Outcomes / GP Referral

-	Small	£125.00
-	Medium	£350.00
-	Large	£550.00

Facility / Retention / Rewards / Asset / AI Management

-	Small	£125.00
-	Medium	£350.00
-	Large	£550.00

Transactions

	Per Transaction
GladstonePay - eCommerce / RCP	
- Small	£0.50
- Small	£0.45
- Medium	£0.40
- Large	£0.30
- X Large	£0.20
- Enterprise	£0.10
GladstonePay - Direct Debit	
- Small	£0.50
- Small	£0.45
- Medium	£0.40
- Large	£0.30
- X Large	£0.20
- Enterprise	£0.10
GladstonePay – Gateway Support	
Basic	£360
With RCP	£600

Merchant / Acquirer Services Available (% savings)

Hardware

Fast Track Kiosk Options / Tap Tablets:	
Option 1	£3,000
Option 2	£4,000
Option 3	£7,000
Kiosk Software / HW Support (per device)	£1,500
POS Hardware	£200
	£600
PEDs (chip & pin devices) – One-Off	£50
PEDs (chip & pin devices) – Annual	£393
PEDs (chip & pin devices) – Annual	£595
ID Tags	£0.10
	£2.50
Access Control – supplied by marketplace partner.	

Signature Modules***	SMALL BASE SITE £125	MEDIUM CORE SITE £125	LARGE PRIME SITE* £125	X-LARGE ESTATE* £125
- Plus2	✓	✓	✓	✓
- Connect	✓	✓	✓	✓
- Join@home	✓	✓	✓	✓
- Gladstone360	✓	✓	✓	✓
- MWS	✓	✓	✓	✓
- AWS	✓	✓	✓	✓
- GoMobile	✓	✓	✓	✓
- 3rd Party Gateway	✓	✓	✓	✓
- 3rd Party Signature Integration	✓	✓	✓	✓
VPN's	£25.00 each	£150 each	£750.00 each	

Professional Services – Day Rate (detailed in rate card)

On Site Fee	£200 per day
Delivery Fees	£50 per item (small)
	£300 per item (large)
Service Flex – Professional Consultancy bundles:	
- 6 credits	
- 12 Credits	£7,800
- 18 Credits	£15,000
	£21,960

Site Licence Key:

Base Site Licence – max 2 Concurrent Licenses

Core Site Licence – max 6 Concurrent Licences

Prime Site Licence – Unlimited Concurrent Licences Per Site

Enterprise / Estate – Unlimited Licences per estate

Note:

Pricing excludes:
1. VAT.
2. Expenses, should they be required to be charged at prevailing rates.
3. GBG validation services supplied directly from GBG.

- Additional module costs exclude implementation. Fees based on Rate Card provided.
- Licence fees are invoiced annually in advance on provision.
- Professional services are invoiced on order.