# GLADSTONE SOFTWARE

# OVERVIEW



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Gladstone

# 01.

# WHO WE ARE

With over four decades supporting councils, trusts, universities, and private operators across the UK and Ireland, Gladstone is uniquely positioned to understand and address the evolving needs of your members and your operations. Our software solutions are designed with the end-user in mind—simplifying website navigation, streamlining sign-up and booking processes, and enhancing member communication through personalised, data-driven interactions.

Our focus is clear: help you deliver exceptional member experiences while improving operational efficiency and driving measurable growth. Supported every step of the way by our expert consultancy team, we'll ensure your transition is seamless and results-oriented.



# WHAT DEFINES US

At Gladstone, we're leading digital transformation in the leisure sector. Our cloud-native software evolves with technology and customer needs, helping operators stay ahead.

But we're not just about tech. Our people make us who we are - empowered, passionate and results-driven. We champion a culture where quality comes first, and our team takes pride in delivering solutions that work.

Customers are at the heart of everything. Guided by our transparent charter, we hold ourselves to high standards - owning mistakes, exceeding expectations, and always striving to deliver better software and service.

400+
Customers

30K Users

2Million
Members

# 02.

# **MEET THE TEAM**

# SENIOR LEADERSHIP



STEVE SCALES
Chief Executive Officer

Steve has been promoted to General Manager at Gladstone, building on his impactful tenure as CRO since joining the company a year ago. With a rich background spanning over twenty years in the fitness and leisure sector, Steve's previous role as Director at ukactive saw him at the forefront of policy change and fostering collaboration across the leisure industry, especially during the critical period of the pandemic.



TOM LAKEMAN

**Chief Revenue Officer** 

Tom brings over a decade of experience driving sales and growth in the leisure industry. His expertise lies in building strong customer relationships, leading high-performing sales teams, and delivering innovative solutions. At Gladstone, Tom focuses on creating value for customers and driving sustainable growth, ensuring the company remains a trusted partner for leisure organisations.



MARK OSBORN

**Chief Technical Officer** 

Mark is a dynamic technology leader with over 8 years at Gladstone, where he significantly contributed to the R&D team before leading the company's pivotal shift from on-premise technology to cloud-based solutions as Head of Infrastructure. Elevated to CTO in October 2023, Mark combines his passion for AI with robust credentials in cybersecurity to drive innovation and safeguard our digital landscape.



**GARRY ADAMSON** 

**Chief Operating Officer** 

Garry is an accomplished business executive with a diverse background spanning roles as Managing Director, CEO/COO, and Commercial Director, with a deep specialisation in the sports industry. Garry brings his vast experience in sports software, CRM, data marketing strategies, and customer success to drive innovation and growth at Gladstone.



STEPHANIE HUTCHINGS

**Chief Marketing Officer** 

Stephanie has carved a distinguished path in the technology sector, beginning her journey as a hardware engineer before venturing into the realm of software. With more than two decades at Microsoft, she excelled in various enterprise sales and product marketing roles. In 2018, she brought her expertise to Gladstone, to establish a digital marketing practice.



### LINDSAY MICKLETHWAITE

**Chief Product Officer** 

Lindsay has led Gladstone's transition to a SaaS platform, focusing on developing intuitive software that enhances user experiences and enables leisure organisations to succeed. With nearly a decade at Gladstone, she has driven the migration to Gladstone Go and continues to shape solutions that keep the company at the forefront of the leisure industry.

# **OUR PEOPLE**

# **Steve Scales**

**Mark Osborn** 

**Tom Lakeman** 

Garry Adamson

# **Cloud & Infrastructure**



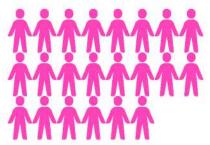
**Brett Cole** Account Management



**Customer Service** 

**TBH** 

**Software Engineers** 



**Deborah Blythe** 



**Gordon Watson Business Development** Partner Ecosystem





**Engineering Outsource** 





**Claire Carroll** 

**Emma Thomas** 



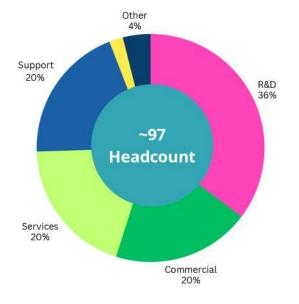




# **Product Group**







# FOR MEMBERS

# **GLADSTONE GO**

Gladstone Go is a cloud-based SaaS platform that helps operators manage their facilities while offering a smooth digital experience for members. It allows easy, accessible club joining, class booking, and service engagement via web and mobile apps.

Operators benefit from numerous staff tools that streamline admin, cut workload, and improve efficiency. With features like real-time insights and easy communication, staff are empowered to deliver exceptional member experiences.

### Modular & Flexible

Choose only the features you need for a cost-effective setup. Gladstone Go combines consumer engagement with robust management tools to help operators increase revenue, improve retention, and modernise services within a fully connected ecosystem. Whether managing one site or many, it enhances engagement, streamlines operations, and future-proofs your business.



# **Centre Modules**

Integrated tools for staff to enhance efficiency, improve decision-making, and create a more connected, technology-driven leisure experience.

## **Essential Operational Communications:**

**Manage operational communications** to collect payments and communicate essential information to customers.

**Audience (list) Builder**: To enable targeted messaging to different member segments.

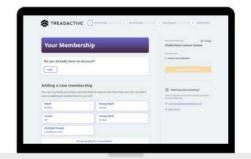
**Centre Manager**: A real-time, intuitive snapshot of facility activity.

**Single Sign-On (SSO)**: A secure authentication system, simplifying access.

### Consumer Modules

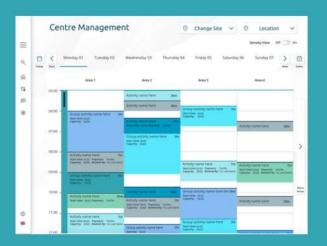
This intuitive suite enhances customer engagement, improving accessibility and increasing member loyalty through digital self-service.

- Join with a frictionless sign-up process.
- · Book activities, classes, and facilities with just a few clicks.
- Go App enables consumers to stay Connected, providing an intuitive, mobile-first experience.



# Centre Management

A smarter way to run your facility



05.

# Centre Management puts your operations in the palm of your hand, from studio usage to class attendance, all in one place.

### One Clear View of Your Centre

Stay ahead of daily operations with live booking information, resource availability, and attendance, all at a glance.

# Operational Flexibility

Optimised for portability and ease of use, no training manuals required. Your team can manage bookings on the move.

## **Built Into Front of House**

Centre Management directly integrates into your front of house environment, so your team can work with one familiar interface, no switching tabs, no extra logins.

## Accessibility First

Fully WCAG compliant, Centre Management is designed to be inclusive and usable by every member of your team.

# **Favourite Bookings Location**

Centre Management allows your team to work smarter by letting them set a favourite location, like a studio or sports hall, for instant access.

- Load your go-to booking sheet automatically when logging in.
- Save time for front desk and operational staff.
- Easily switch favourites based on shift or day type.

## Calendar Navigation

Facility scheduling is quick and intuitive with Centre Management. Large, touch-friendly buttons let your team move between days and weeks with ease.

- Scroll bookings by week or jump to a specific date.
- Use the date picker to view sessions ahead of time.
- Return to today with one tap, no digging through menus.

# Participant View & Attendance Tracking

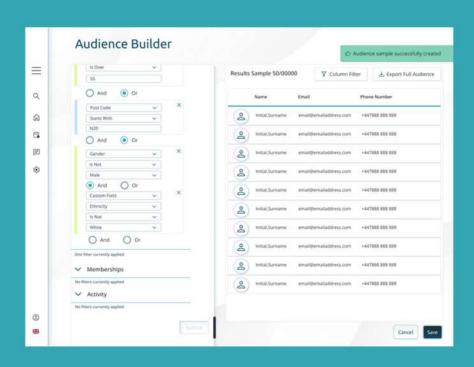
Track class attendance, payments and alert lists, all from one single screen. Designed for busy teams who need real-time booking visibility.

- See live participant lists with names and membership IDs.
- View who has attended and still needs to pay.
- Access waitlists with clear timestamps to manage fairness.

# Customer Communications

Dynamic engagement for operational and marketing communications

06.



# Target the Right Members without the Guesswork

Group members by age, visit history, activity type and more for relevant and targeted messages.

- Quickly pull a list of lapsed members for a re-engagement offer.
- Promote yoga to members who haven't booked before.
- Fill quieter slots without the usual back-and-forth.

# On-Brand Emails & Multi-Channel Messaging in Minutes!

Send updates and promotions via email or SMS - fast, reliable, and fully integrated into your system.

With our drag-and-drop editor, you can design branded emails from scratch with no need to wait on your marketing team or switch tools. Just choose a layout and drop in your content.

# **Customised Member Journeys**

Trigger messages automatically at key points in the member life cycle to boost retention and increase satisfaction.

# **GDPR** Compliant

Send all communications from within Gladstone - no exports, no external platforms, no compliance headaches.

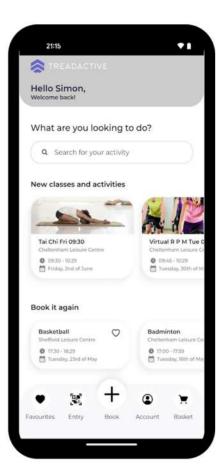
# MOBILE APP

Give customers
the quickest
experience from
booking their spot
to stepping into
your centre.



97% of member app usage is booking orientated, only 3% of members regularly engage with other add-on features

Go is available as a single app in the App Store, supporting the Welsh language, and built from the ground up to align with W3C accessibility guidelines.



07.

# **Seamless Booking Experience**

The home screen makes it easy to revisit favourites and discover new activities. Powerful search and simple date selection help members find and book sessions that fit their schedule.

# Simplify & Rebook

Customers can save favourites, manage bookings easily, and get alerts. The app also supports your marketing by promoting new activities, boosting revenue and attendance.

# **Effortless Payments**

The basket selection feature lets members book multiple sessions at once with fast, card-free checkout. GladstonePay stores payment options, supports Apple and Android Pay, and completes payments in two clicks.





### What We Like

- Effortlessly include guests to bookings
- Resolve balances smoothly to bypass entrance holdups
- Incorporate connected members
- Secure a spot by using an alert list
- Supports Welsh language integration
- Hassle Free Entry

The QR code acts as a secure digital pass, preventing unauthorised sharing and letting staff verify members with or without internet access.

# CRM MANAGEMENT

360

Gladstone360 is a browser-based leisure management solution designed for flexibility, efficiency, and customer engagement. With mobility at its core, it enables staff to operate beyond the front desk, improving service delivery and streamlining operations. Its modular components allow you to tailor the user experience to fit your facility, ensuring personalised engagement with customers.

# **Core Features:**

**Check-In & Customer Interaction** – Fast, intuitive interface for customer check-in, bookings, and transactions.

**Prospecting & Sales Automation** – Capture sales leads and automate follow-ups to improve conversion rates.

**Configurable Point of Sale (POS)** – Adaptable to desktop and tablet use, ensuring fast and efficient transactions.

# **Customer & Membership Management -**

Centralised access to customer data, communication, and membership details.

**Integrated Access Control** – Monitor and manage visitor flow throughout your facility.

# **CLOUD ARCHITECTURE**

**GladstoneGo**, is a pioneering cloud-native consumer SaaS solution that transforms member experiences. Launched in 2021, Go is designed to deliver a consistent and seamless interaction with your facility, whether it's through online platforms or mobile devices.

Members can effortlessly book classes, activities, and purchase memberships without the complexity of needing to navigate between different user interfaces and dispirit applications.

Unlock the power of the cloud and revolutionise your IT operations with Gladstone Cloud. Built on the Azure platform, it outperforms traditional onpremise and hosted environments, offering unrivalled scalability. Bid farewell to server traffic bottlenecks as our platform seamlessly scales to meet seasonal industry demands and handles complex reporting effortlessly. Rest easy knowing your membership data is safeguarded by Microsoft Azure's real-time global cybersecurity measures, ensuring 99.9% uptime and advanced threat detection.

One of the standout advantages for leisure operators is the absence of downtime during enhancements. With Gladstone Cloud, **upgrades are seamlessly** rolled out, ensuring you're always equipped with the latest version of our SaaS software. No need to request upgrades – we keep you ahead of the curve.

We pride ourselves on being pioneers in the industry for 40 years. That's why we **invest 50%\* of our profits back into R&D** so we can continue to ensure our solutions adapt and evolve with the ever-changing fitness landscape.

\*£2.5 million investment in R&D in 2022

Easy procurement for public sector, Gladstone solutions are certified for **G-Cloud and DAS Frameworks**. With years of experience in supplying efficient and cost-effective solutions to the public sector, we are well-positioned to deliver solutions that meet operators' diverse needs.













# OR TRANSACTIONS

# PAYMENTS FOR EVERYONE

Gladstone offer an independent Payment Gateway for your online payments called **GladstonePay**, powered by Cardstream. Your members will experience a straight through mobile responsive payment gateway, which reduces basket abandonment and increases repeat purchases.

GladstonePay will allow you to drive more payments online, lessening the burden on your front-of-house staff taking manual payments and will reduce your carbon footprint with email receipts. The GladstonePay Gateway has built-in security settings that include AVS, CV2 checks, 3D Secure, and velocity check rules to search for fraudulent payment patterns and additional pre-integrated third-party fraud solutions.

# **DIRECT DEBIT**

Our DD solution keeps the process within the Gladstone system. This saves time and effort and removes the need for a third party as your BACS reports are received directly into your system.

# RECURRING CARD PAYMENTS

Just like a Netflix or an Amazon Prime subscription, RCP is becoming more and more popular. Easy to set up, RCP is also a great option for international students or anyone else without a UK bank account who wouldn't be able to set up Direct Debit. Offering both Direct Debit and RCP gives your customers ultimate flexibility.

# **PAYMENT GATEWAY**

Our GladstonePay online gateway is a safe and secure way to process payments. Powered by Cardstream, our gateway is mobile-optimised and offers tokenised payments and a stored card wallet - to give the ultimate customer experience.

# **ACQUIRER**

Our free acquirer checking service finds operators the most competitive acquirer rates in the market to ensure they're not caught out by incremental uplifts in fees. And there's no obligation to switch. In the past year we have saved our customers over £200k in fees.

# APPLE/GOOGLE PAY

As part of the GladstoneGo experience the mobile app will allow users to pay using Google or Apple Pay for that modern consumer experience.

DIRECT DEBIT
CARD PAYMENTS
SAVE ON ACQUIRER FEES



# **MARKETPLACE**

11.

Although our software does a lot, we recognise that the industry needs more solutions than we can offer so we leave things like Access Control and ticketing to the experts.

That's why we developed Marketplace, an ecosystem of complementary solutions that enable our customers to create bespoke and unique implementations with choice and flexibility to suit their business models.

Partners whose products work in harmony with either the Gladstone LMS or industry services feature on our **Online Marketplace** where operators can purchase products and services with peace of mind.

A range of solutions are available via our Marketplace including, but not limited to solutions:

# FOR THE OPERATOR

- Access control
- Consultancy
- Data services
- · Energy saving
- · Member acquisition

# FOR THE CONSUMER

- Wearables
- · Fitness equipment
- Loyalty partners



# INDUSTRY PARTNERSHIPS







We work closely with a range of partners to share industry best practice and expertise.

# **Championing Digital Growth & Community Wellbeing**

At Gladstone, we believe progress in leisure isn't just about software—it's about people, partnerships, and purpose.

# Shaping the Future with ukactive

We are proud to support ukactive's Digital Futures Report, which offers vital insights into the digital maturity of our sector. As a longstanding partner, we see this strategy as a pivotal step in redefining what great looks like for leisure providers and the communities they serve.

We actively encourage our customers to take part in the annual Digital Futures assessment. By contributing their experiences, operators not only benchmark their digital progress but also shape the roadmap for sector-wide innovation. These insights directly inform how we design, deliver and improve solutions that empower staff, improve access, and enhance community outcomes.

# **Driving Social Impact Through Charitable Giving**

Our commitment to community wellbeing extends beyond our technology. Gladstone proudly supports Active Oxfordshire, a charity dedicated to increasing activity, reducing health inequalities, and creating a healthier, more inclusive Oxfordshire.

We've also broadened our internal charity programme. Employees are now empowered to support causes they're personally passionate about, reflecting our culture of inclusion and choice.

By supporting both regional and individual giving, we're building a company culture rooted in empathy, diversity, and meaningful impact—values that align with the public sector ethos and the communities we serve.

"We saw the Digital Futures strategy as a crucial step in recognising where we as a sector are positioned, and how we can build from here to collectively move the industry forwards in first meeting, and ultimately redefining consumer expectations."

# Serviceflex

# 13.

# Maximise Efficiency with Predictable, Priority-Based Consulting

Our annual ServiceFlex plan gives you VIP access to a whole range of Gladstone professional services. With just one upfront payment each year, you can use your credits for things like training, configuration, data management, technical support, and project management. With the ServiceFlex plan, you can relax knowing the services you need are just a call away, with priority scheduling exactly when you need it most.

At Gladstone, we recognise that every operator has distinct consultancy requirements, which is why we provide customised solutions. The ServiceFlex annual plan enhances your Gladstone system management by offering adaptable consultancy, upfront payment for financial predictability, and prioritised service access for prompt efficiency.



About Credits: When you buy credits, they come in handy bundles, each roughly equal to a day's work. Make sure to use them within a year, as they'll expire if not used. Don't worry, though - we'll work with you proactively to help you make the most of your credits!



# **Cost Effective**

Buying credits in advance offers discounted rates, making it a cost effective option for current and future projects.

# Flexible Credit Bundles

The credit-based system lets you distribute credits for different services based on task complexity, skills, and project scope.

# Faster Project Delivery

Priority access reduces booking lead times to two weeks, accelerating operation efficiencies.

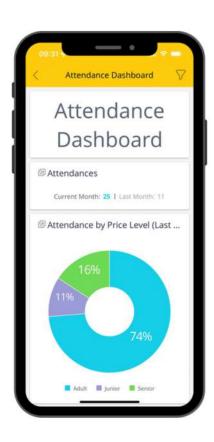
# **Assured Pricing**

Sign up for annual FlexService to secure current rates and avoid future price increases.

# Analytics & Reporting



Intelligent analytics to analyse your leisure data in new ways with visuals front & centre.



### Always at Your Fingertips

How often have you been asked and question and you just don't have the data to hand? Well that's a thing of past with Gladstone Analytics, download the Sisense app and you will always have access to your dashboards, be smart on the move!

# Intelligent Reporting

Data analytics shouldn't be static. With builtin AI, Gladstone Reports will begin to predict outcomes over time, giving you the power to make informed decisions. Let your data inform the best time to launch a new class or give you a fresh approach to sports hall utilisation. Read the Blog.

# **Dashboards for Everyone**

You'll be used to running standard operational reports for your centre(s), but Gladstone Analytics allows you to go one step further. Wouldn't you like to learn more from your data? What about drilling down into the demographics of your customers and reviewing this in relation to your inclusivity goals? Find out what dashboards are included.

# **Powered by Sisense**

Gladstone reporting and analytics uses the Sisense platform to infuse analytics across every data point of the Gladstone leisure management system. All you need to do is ask the question, our Data Scientists can help you to drive better, faster decisions, for your leisure operation and your customers.

Check out the <u>Universal Data Connector</u>, if you already have Power BI or a similar data interrogation solution.

# **Data Consultancy**



# **Our Services:**

# Data Insights & Reporting URC/PowerBI

Consultancy and Gladstone Reporting Consultancy on the Sisense platform.

# **Data Management & Quality**

Extracting data, Ensuring quality control and implementing mass modifications.

# Operational Efficiency & Communication

Automated communications and bespoke data integration and analysis.

Gladstone

# Direct Debit Health Check

Keeping your Direct Debit (DD) system running smoothly is essential for maximising revenue and minimising errors.

Over time, even well-managed systems can develop inefficiencies, from outdated setups to overlooked issues, that impact collection rates, increase admin workload and affect cash flow.

Gladstone's DD Health Check is a one-day consultancy service designed to give you peace of mind.

Gladstone's DD Health Check offers a practical, expert-led way to ensure your collections process is efficient, accurate, and aligned with best practice. By identifying gaps, we will help you reduce admin, improve cash flow, and gain confidence in your DD operations, so you can focus on delivering the best possible experience for your members



### **Process Review**

A half day on site or remote review of your current DD setup, identifying inefficiencies, risks and opportunities.

# **Tailored Report**

A detailed, actionable report with recommendations to improve accuracy, compliance and financial performance.

## **Best Practice Alignment**

Benchmark your processes against Gladstone's latest guidance and industry standards.

# **Feature Optimisation**

Discover underused tools and features within your Gladstone system.

# CUSTOMER SERVICE

# SUPPORT FRAMEWORK

At Gladstone, we have a dedicated Customer Support Team who are here to ensure that your Gladstone products run smoothly. Whether you're struggling with a glitch, need assistance, or facing a mysterious error message, our team will troubleshoot and guide you through the process. We're knowledgeable, patient, and committed to delivering high levels of customer service, aiming to address your issues promptly and efficiently.

Gladstone Customer Support is available during core hours and we also offer an out-of-hours service for those who need it. The purpose of the Customer Support Team is to:

- Answer any queries and tickets promptly
- Take as much information as possible to help diagnose and resolve the query
- Resolve, where possible, your query at the first point of contact
- Provide full case ownership keeping customers updated throughout, even if further investigation is needed from other Gladstone Teams or third parties

# Your Tickets Journey

After your ticket is logged, our Customer Support Helpdesk will work with you to resolve it as quickly as possible at the first point of contact. If additional support is required, it will be smoothly transitioned to our wider specialist teams but regardless of who is looking at your query, your allocated case owner will update you every step of the way. Once the issue is resolved, the ticket will be closed, enabling you to serve your customers seamlessly.

### **Further information**

Support Framework



download

Customer Charter



watch

# TECHNICAL SUPPORT

### Internal KPI's

Gladstone's internal Key Performance Indicators (KPIs) are used to assess and monitor our operations and performance. These ensure we are meeting the service you need. On occasion these are subject to variation, however, our primary emphasis remains; on the excellence and efficiency of our service, strict adherence to documented processes and commitments, and mostly the satisfaction of our customers and colleagues.

Our key tenants are: Quality, Speed, Value, Adherence, Satisfaction

Examples of KPI's we monitor:

- Timely response to customer enquiries
- Meeting ticket resolution targets within the agreed Service Level Agreement (SLA)
- Ensuring high quality in all communications with customers
- Ensuring smooth handover between different functions for effective continuity
- Continuous process improvement for both internal and external operations
- Tracking and minimising the number of ticket re-opens
- Prioritising customer satisfaction as a key metric

We employ a customer service tactic called "Mystery Shop" to ensure prompt and efficient call handling for our customers. This involves conducting regular test calls during both regular and after-hours to assess our responsiveness.

## **Our Service Levels**

Cases are prioritised based on 4 levels of severity (Critical, High, Medium, Low) and each has its own resolution and response time. We will regularly review these with you through your Account Manager to ensure your satisfaction with the service. In the unlikely event of a complaint, we have escalation routes available.

Each Case is assigned a unique reference number by Gladstone for tracking all communications and updates.

# **SECTORS**

**Independent** Our software can be delivered in a headless state which makes it ideal for large private clubs such as David Lloyd, to build branded user experiences against their operating model.

**Enterprise** Our larger customers with multiple sites have specialist requirements. That's why we offer bespoke development for these customers. For example, we have a dedicated team who work with Everyone Active on their bespoke development.

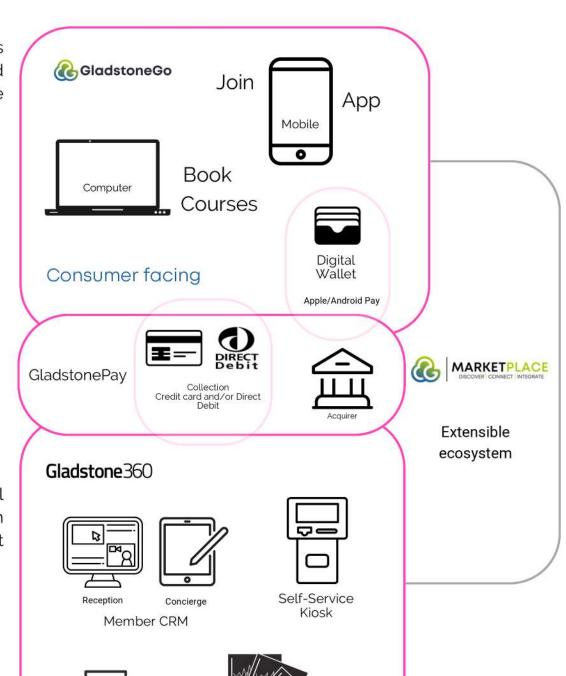
**Universities** Our integrated API's are able to link up to your student and staff database. This means a quick joining process as their details are already in the system. This saves your team admin time and reduces queues in reception.

Public Sector Our software is used by Leisure trusts and local authorities nationwide.



Our SIG (Special Interest Group) is a small group of our most forward thinking and influential customers whom we've been working very closely with. By giving us feedback and suggestions, they have helped us to shape the future of GladstoneGo to make it even more consumer-focused.

Seamless Simplified Experience



Reports & Analytics

Centre Management

Powerful Data driven Management

Access Control

# A SELECTION OF OUR CUSTOMERS

# **PRIVATE**







# **ENTERPRISE**













# UNIVERSITIES













# **PUBLIC SECTOR**













Scan the code to get in touch



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