

Gladstone Software

G-Cloud Service Definition Document

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Service Overview: Digital Infrastructure for Leisure Operations

Gladstone provides the digital infrastructure that underpins leisure operations across the UK and Ireland, supporting councils, trusts, universities and private operators in the delivery of accessible, efficient and secure leisure services.

The service enables organisations to manage customer engagement, bookings, memberships, payments, access and operational reporting through a single, integrated, cloud-based platform. It is designed to support both day-to-day operational delivery and long-term service sustainability across diverse operating models.

Gladstone is a cloud-native, continuously evolving solution that meets changing regulatory, operational, and customer requirements within the leisure sector. The platform supports modern digital service delivery by simplifying customer journeys, reducing complexity and enabling data-driven decision making.

Security and data protection are core to the service design. Payment processing is handled through PCI DSS-compliant systems, and the service operates within a robust security framework. Gladstone is Cyber Essentials Plus certified, demonstrating a commitment to protecting customer, financial and operational data against common cyber threats.

The service is delivered as a fully managed Software-as-a-Service (SaaS) solution, requiring no on-premise infrastructure. It is configurable to support single-site and multi-site operations and is suitable for organisations seeking a stable, scalable digital platform to support leisure provision at the local, regional, or national level.

The Gladstone Platform

Gladstone is delivered through a single digital platform that brings together the core capabilities required to operate and manage leisure services.

The platform supports both member-facing digital services and staff-facing operational processes, enabling organisations to deliver leisure services consistently across online, mobile and in-centre channels.

All capabilities are delivered within a shared platform environment, supporting consistent data management, security and service delivery. The platform is configurable to support different operational models and service requirements while maintaining interoperability across all enabled capabilities.

For the remainder of this document, references to “the platform” refer to the Gladstone digital platform described above.

Platform Capabilities Overview

The platform provides a set of core capabilities and supporting services that together underpin the delivery and operation of leisure services.

These capabilities support customer self-service, operational delivery, financial processing, system integration, ongoing optimisation and service assurance.

Capability Area	Platform Capabilities	Purpose
Member-Facing Capabilities	Join & Book Mobile App Digital Tickets & Passes Course Management	Supports customer self-service, digital access and booking of leisure services
Staff-Facing Capabilities	Communications & Audiences Centre Management Operational Analytics Reception Access	Supports operational delivery, customer management and financial processing
Payment Processing	Card Payments Digital Wallet Payments Recurring Payments Direct Debit Collections Managed Direct Debit Service Direct Debit Health Check Acquirer Support	Supports secure, compliant handling of customer payments and ongoing collections
Ecosystem & Integrations	Marketplace Integrations APIs Certified Third-Party Services	Enables extension of platform capability through integrated third-party services
Gladstone Consultancy Services	Implementation Support Configuration & Optimisation Training Data & Reporting Support	Supports effective adoption, operation and ongoing optimisation of the platform
Support & service management	Helpdesk Support Incident & Issue Management Service Levels Escalation & Governance	Supports reliable platform operation and ongoing service assurance

Member-Facing Platform Features

Member-facing features support customer self-service and digital access to leisure services, reducing reliance on in-person interactions while improving accessibility and consistency.

Join & Book

Join & Book enables customers to join leisure services and book activities, facilities and sessions through digital self-service, addressing the need for convenient access without staff intervention.

Benefit Area	Benefit
Accessibility	Enable customers to join and book services online at any time
Efficiency	Reduces front-of-house administration and queuing
Consistency	Applies consistent booking and availability rules
Customer Experience	Supports clear and intuitive booking journeys
Outcome	
Routine transactions are shifted online, freeing staff time for service delivery and customer support.	

Mobile App

The mobile app provides customers with mobile access to bookings, accounts and notifications, supporting expectations for mobile-first interaction.

Benefit Area	Benefit
Mobile access	Enables on-the-go interaction with services
Engagement	Supports ongoing engagement via notifications
Convenience	Reduces reliance on physical touchpoints
Continuity	Supports interaction before and after visits
Outcome	
Customer engagement is improved while reducing dependency on physical reception channels.	

Digital Tickets & Passes

Digital tickets and passes provide secure, digital verification for access and attendance, reducing reliance on physical cards or paper tickets.

Benefit Area	Benefit
Access Control	Enables secure digital verification
Throughput	Reduces queues and improves customer flow
Security	Minimises the risk of lost or shared passes
Efficiency	Supports faster entry at peak times
Outcome	
Peak-time access is managed more efficiently with reduced manual checks.	

Course Management

Course Management supports the promotion, booking and administration of structured courses and programmes.

Benefit Area	Benefit
Administration	Reduces manual course management effort
Visibility	Improves customer awareness of courses
Capacity management	Supports consistent enrolment management
Customer experience	Simplifies participation for customers
Outcome	
Courses can be delivered consistently with reduced operational overhead.	

Staff-Facing Platform Features

Staff-facing features support operational delivery, customer management and oversight across leisure services.

Communications and Audiences

Supports targeted customer communications for operations and marketing using platform data.

Benefit Area	Benefit
Targeting	Enables communications to defined customer groups
Efficiency	Reduces manual messaging
Consistency	Aligns communications with platform data
Compliance	Operates within a controlled data environment
Outcome	
Communication becomes more effective and less resource-intensive.	

Centre Management

Supports day-to-day management of facilities, activities and attendance.

Benefit Area	Benefit
Visibility	Provides real-time operational insight
Control	Supports effective facility management
Flexibility	Enables multi-site oversight
Efficiency	Reduces reliance on manual tracking
Outcome	
Operational decisions can be made quickly and confidently.	

Operational Analytics

Provides dashboards and reports to support performance monitoring and planning.

Benefit Area	Benefit
Insight	Improves visibility of performance
Consistency	Uses a single data source
Decision support	Enables informed planning
Accessibility	Makes reporting widely available
Outcome	
Decisions are supported by timely and reliable data.	

Reception Access

Supports staff-led customer interactions at the front-of-house.

Benefit Area	Benefit
Customer support	Enables effective staff assistance
Accuracy	Reduces errors through real-time data
Continuity	Supports consistent service
Control	Restricts access by role
Outcome	
Staff can support customers effectively while maintaining control.	

Payment Processing

Payment Processing enables secure handling of transactions and ongoing collections, supporting one-off and recurring payments and Direct Debit collections.

Payment types supported

- Card payments
- Digital wallet payments (e.g. Apple Pay, Google Pay)
- Recurring card payments
- Direct Debit collections

Managed Direct Debit Service

An optional managed service supporting setup, automated processing, BACS reporting, exception handling and ongoing operational support.

Direct Debit Health Check

An optional one-day consultancy review of Direct Debit configuration and processes, identifying risks, inefficiencies and improvement opportunities, with a tailored recommendations report.

Acquirer Checking Service

An optional review service providing visibility of existing acquirer fee structures without requiring provider changes.

Benefit Area	Benefit
Choice	Supports multiple payment methods
Security	Operates within PCI DSS frameworks
Reliability	Supports consistent collections
Visibility	Provides clear transaction records
Control	Central management of payment rules
Outcome	
Payments are managed reliably with reduced risk and administrative effort.	

Ecosystem & Integrations

The platform operates as a **central hub**, enabling extension through certified third-party integrations using an API-first approach.

Marketplace integrations support access control, fitness equipment, wearables, loyalty services and data solutions.

Benefit Area	Benefit
Flexibility	Enables extension as requirements evolve
Choice	Supports specialist third-party services
Security & governance	Operates within defined controls
Outcome	
A best-fit technology ecosystem can be adopted without compromising governance.	

Gladstone Consultancy Services

Consultancy services support onboarding, configuration changes, integrations, data activities and targeted operational reviews.

What consultancy covers

- Platform configuration and optimisation
- Data migration and quality reviews
- Integration and API support
- Reporting and analytics configuration

ServiceFlex

An annual consultancy support package providing flexible, pre-paid consultancy credits, priority scheduling, fixed pricing and simplified procurement.

Data consultancy services

Specialist support for data quality, reporting, analysis and external BI tools.

What this means

Specialist expertise can be accessed when required without long-term commitments.

Support & Service Management

Support and service management ensure the reliable operation of the platform and continuity of leisure service delivery. These services address the need for structured incident management, clear accountability and access to support appropriate to organisational requirements.

Support model and plans

Gladstone provides tiered support plans, allowing organisations to select the level of support that best aligns with their operational needs, service criticality and internal capability.

Support plans are designed to offer flexibility, enabling organisations to balance coverage, responsiveness and cost according to their circumstances. Details of response targets, availability and escalation routes are defined within the [Gladstone Support Guide](#).

Support Guide

The Support Guide sets out how support services are delivered, including:

- How incidents and service requests are logged and managed
- How issues are prioritised and escalated
- Expected response and resolution approaches
- Governance and service review processes

This ensures a transparent and consistent approach to support across the different plans.

Self-service and assisted support

In addition to direct support, Gladstone provides **self-service support resources** to help users resolve common queries and issues efficiently.

These include:

- An online **Knowledge Base** containing guidance, documentation and how-to resources

- An **AI-powered support assistant** to help users find relevant information and answers quickly

These tools are designed to complement direct support channels and reduce time to resolution for routine queries.

What this means

This allows organisations to choose a support approach that suits their operational context, while maintaining access to structured, well-governed support and a range of self-service tools to assist users efficiently.

Next Steps

To find out more information, please contact our Head of Business Development, Deborah Blythe – 07881013859 or email tenders@gladstonesoftware.co.uk.