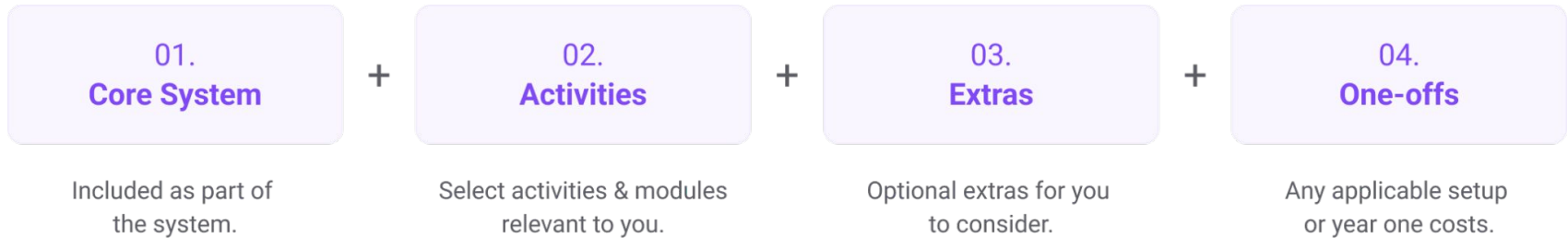


2026

Flow Pricing



Flow, our complete leisure management solution, is built as a range of modules offering you the flexibility to configure and customise functionality to suit your needs. Flow is charged per site (except for Extras and One-Offs which are charged per account) and includes unlimited users, customers and bookings.



Please note: prices exclude VAT and discounts are available for multiple centres.

01. Core System

Module	Description	Cost per centre
Core System	Flow's leisure management software.	£650/month
CRM	Create and manage an unlimited number of customers within the system. Capture as much data as you wish and gain insight into booking and attendance behaviour.	Included
Customer Portal	Online portal accessible via desktop or mobile for your customers to easily make/view/amend bookings, sign any waivers, view and update their details, and much more.	Included
Front of House	Streamlined view of the system which has essential functionality making it easy for reception staff to easily deal with customer enquiries and bookings.	Included
ePos	A Point-of-Sale system that is integrated within the system and allows for multiple methods of payment and direct integrations with terminals.	Included
Online Joining	Allow customers to join as a member by choosing their centre and the membership type they want. Takes up front payment as well as DD details for recurring subscription.	Included

01. Core System cont.

Module	Description	Cost per centre
System Config	Configure your branding for online booking, create staff roles with different access rights, view an audit log of all changes in the system and program notifications.	Included
Report Builder	A powerful reporting suite allowing you to extract meaningful insight through a bespoke query builder. Schedule reports both internally and externally.	Included
Online Training	Virtual web calls with our training team who will run through all parts of the system that have been purchased.	Included
Support	Support from 9:30am - 5pm Monday through Friday (GMT). OpenPlay has an inbuilt knowledge base and ticketing system which ensures a high level of support.	Included

02. Select Activities / Modules

Module	Description	Cost per centre
Memberships	Create subscriptions with different costs, booking rights, access times and more. Allow customers to join online and handle end to end recurring payments.	£220/month
Facilities	Make courts, pitches, and rooms bookable online and through the admin panel. Handles everything from varied closing times to linked resources and block bookings.	£220/month
Classes	Setup classes (e.g., Pilates) which populate your website for customers to book. Waiting lists can be managed as well as penalties for no shows.	£110/month
Fast Tickets	Allow purchase of tickets or “access” to a facility or resource (e.g., swim ticket, gym pass). Sell multiple ticket types (e.g. adult/child/family) with varying capacity and data capture.	Included
Access Control	Full connection with multiple doors, gates, turnstiles, and any other access points. Different rules can be set for each membership/customer type.	£110/month

03. Consider Extras

Module	Description	Cost per account
SSO	Enterprise-grade Single Sign-On allowing staff and members to securely access Flow using their existing identity provider (e.g. Microsoft Entra, Google, Okta), reducing friction and IT overhead.	From £200/month
Multi Language	Full multi-language support across customer and staff interfaces, enabling localisation of apps, portals and communications for international and diverse user bases.	From £500/month
BI Dashboard	Advanced business intelligence dashboards providing real-time insight into revenue, utilisation, membership, bookings and operational performance, with configurable KPIs and exports.	From £250/month
Address Validation	Real-time address lookup and validation at point of entry to improve data quality, reduce failed communications and streamline onboarding and payments.	From £250/month

03. Consider Extras (cont.)

Module	Description	Cost per account
Bank Account Validation	Automated validation of bank details to reduce failed Direct Debits, fraud risk and manual finance intervention.	From £250/month
CRM Integration	Integration with leading CRMs (e.g. Salesforce, HubSpot, Microsoft Dynamics) to sync customers, leads, memberships and activity data for sales and customer success teams.	From £1000/month
Accounting/ERP Integration	Automated synchronisation with finance and ERP systems (e.g. Xero, Sage, Oracle, SAP) for transactions, invoices, reconciliation and reporting.	From £500/month
Marketing Integration	Direct integration with marketing platforms (e.g. Mailchimp, Braze, HubSpot Marketing, ActiveCampaign) to trigger personalised campaigns based on bookings, activity, lifecycle stage and behaviour.	From £250/month
Moves+	An activity rewards app which allows your customers to connect fitness trackers and earn points and redeem rewards. Incentivise activity, increase engagement and retention.	POA

04. One-Offs

Module	Description	Cost per Account
Additional Training	Our onboarding team can arrange additional training to what is included during your onboarding. This can be structured for different teams (e.g., finance, FOH).	£400/half day session
Hyper Support	This gives you access to a 24-hour support and is only recommended during initial go-live.	£1500/week
Custom Mobile App	A built-to-spec, fully white-labelled, native mobile app. Let your customers do the basics, such as book facilities and classes, via the app.	POA
Member Import	A full membership database import using Flow's template importer. (Please note that financial information cannot be imported).	POA
Bespoke Development	Although the system is designed to cover all requirements, there may be specific functionality which needs development (e.g., Payment gateway, turnstile integration).	£1,100/day



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