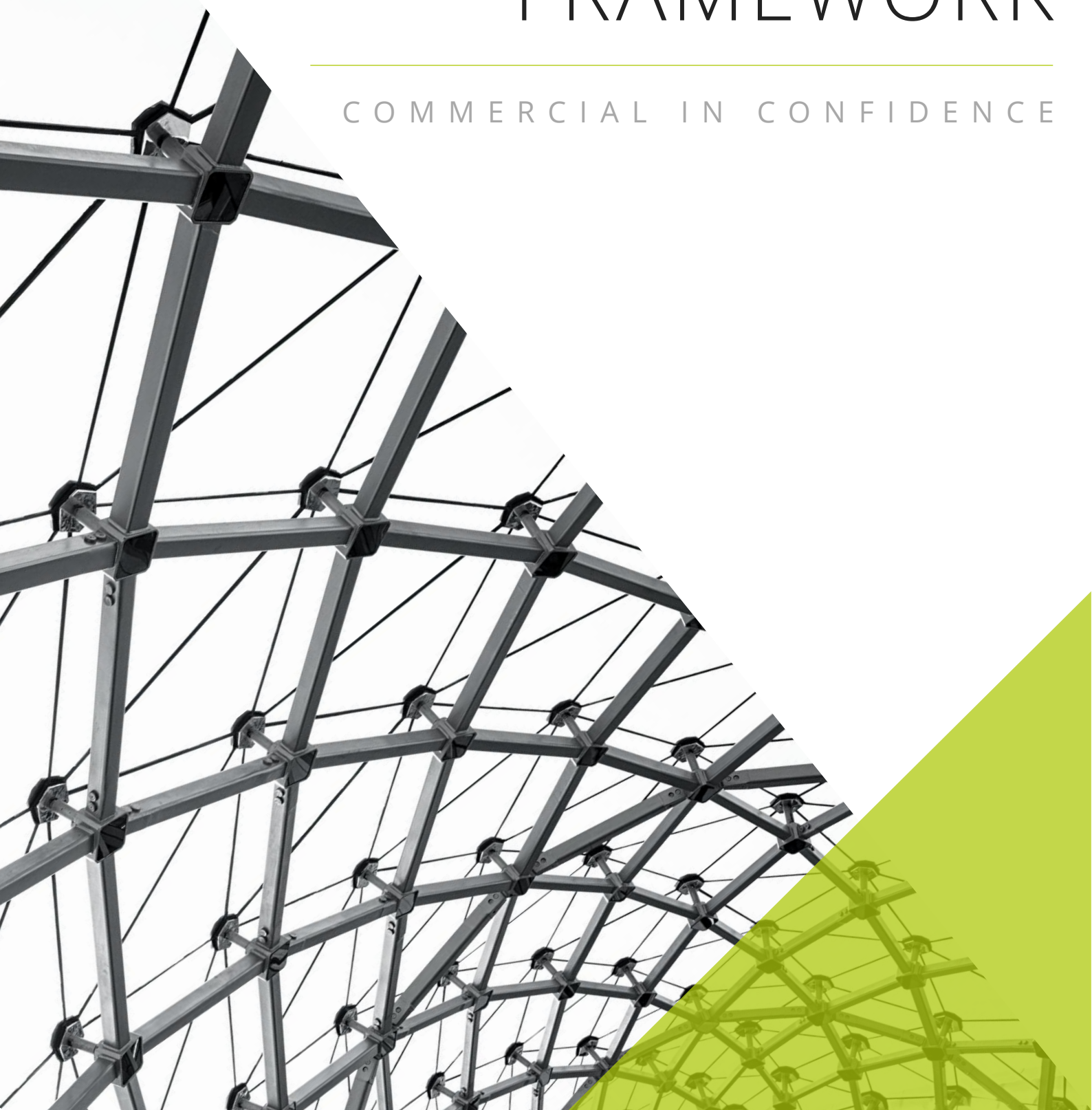


G-CLOUD PRICING FRAMEWORK

COMMERCIAL IN CONFIDENCE



MANAGING ACTIVE LIFESTYLES

Gladstone is a proven leisure management partner for the public sector, combining 40+ years of sector expertise with an end-to-end platform that improves customer experience, strengthens inclusion, and drives operational efficiency at scale.

Gladstone Software is a market-leading provider of leisure management solutions, supporting public sector operators to deliver accessible services, measurable social value, and efficient operations.

What we deliver for public sector leisure

- **End-to-end leisure management:** A single platform covering memberships, bookings for classes and activities, payments, customer communications, reporting, and business intelligence.
- **Operational efficiency and control:** Streamlined workflows and consistent processes across sites, reducing manual administration and improving service reliability.
- **Digital transformation support:** Practical capability and partnership to help operators modernise services, improve digital access, and maintain high-quality customer journeys.
- **Inclusive participation outcomes:** Tools and services designed to help operators attract and retain a broad and inclusive customer base, aligned to public sector participation goals.
- **Social value focus:** A commitment to working with customers to strengthen community engagement and deliver tangible local impact.

Proven at scale

Gladstone supports operators ranging from single sites to large multi-site estates of 300+ venues including Leisure Trusts, Local Authority Leisure Centres, Universities, and School Sports Centres.

Key Takeaways

- Market leader with 40+ years' experience in leisure management.
- End-to-end platform covering operations, payments, communications, reporting, and insights.



What:

- 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
- Fully Managed DD service with automated comms
- Digital communication functionality for customer journey and persona management with NPS and customer surveying options
- Payment Gateway and Merchant Services for platform
- Extensive Swim School & Course Management options
- Analytics, KPI data and business intelligence tools (Reports & Dashboards)
- 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
- Dedicated Account Manager for regular contact and relationship support

Why:

- 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
- Improved security, reducing risk



2026 PRICING

Leisure Management Solution – Site Licence*					
	X SMALL Starter	SMALL Essentials	MEDIUM Leisure	LARGE Leisure+	Enterprise / Estate
Core Solution Package	£245	£419	£718	£991	£1K>
Cloud / Hosting, Support & Maintenance CRM, Centre Management, ePOS Including:					
- Bookings	✓	✓	✓	✓	✓
- Courses (POS, wet & dry)	✓	✓	✓	✓	✓
- Direct Debit & RCP	✓	✓	✓	✓	✓
- Prospecting		✓	✓	✓	✓
- Block Bookings		✓	✓	✓	✓
- Invoicing		✓	✓	✓	✓
- Digital Class Check in		✓	✓	✓	✓
- Document Management		✓	✓	✓	✓
- Finance System Output			✓	✓	✓
- Access Control (app)			✓	✓	✓
Digital Online Self-Service					
- Online Member Registration & Sign Up	✓	✓	✓	✓	✓
- Online Bookings & Booking Management	✓	✓	✓	✓	✓
- My Account (Member Self-Serve)	✓	✓	✓	✓	✓
- PAYG / Book & Go	✓	✓	✓	✓	✓
- eCommerce Portal with Wallet	✓	✓	✓	✓	✓
- Upfront, Direct Debit & RCP options.	✓	✓	✓	✓	✓
Support Packages					
- Essentials:	✓				
- Standard:		✓	✓	✓	✓
- Advanced: + £12K				✓	✓
- Elite: + £25k>					✓
Out of Hours Support					
Monday-Sunday 7am-11pm	£2.5K				

Central Modules

Data / Analytics

Per month

Gladstone Reporting:

Data Analytics Mobile App, Dashboards, Trend Analysis /Forecasting and Pulse Metrics

- Starter
- Essentials
- Leisure
- Leisure+

Level 1 (<10GB) - Annual
Level 2 (10GB to 25GB) - Annual
Level 3 (25GB to 50GB) - Annual
Level 4 (50GB to 100GB) - Annual

£82.92
£166.25
£207.92
£291.25

Universal Reporting Connector:

Integration with 3rd Party Reporting Tools and Systems.

- Starter
- Essentials
- Leisure
- Leisure +

1-3 Users - Under 10,000 Records
4-5 Users - 10,000 to 50,000 Records
6-10 Users - 50,000 to 150,000 Records
11-15 Users - 150,000 to 250,000 Records

£65.75
£89.50
£171.25
£357.25

Data Extract

Per month

Overnight data export to finance system or 3rd party system.

- 1st extract
- Per additional extract

£83.25
£41.25

Marketing & Digital

Per month

Audience Builder:

Automated communications to prospect and member via email, SMS (push with app options)

- Starter
- Essential
- Leisure
- Leisure Plus
- Leisure Plus Additional Sites

3 Audiences | 500 SMS | 5k emails
Unlimited Audiences | 1k SMS | 100k email | Single Site
Unlimited Audiences | 5k SMS | 1m email | max 3 sites
Unlimited Audiences | 10k SMS | 2m email | Max 6 sites

£0.00
£74.71
£183.13
£291.67
£50.00

Modules

Course Management

Per Site Per Month

Go Learn

CRM, Teaching App, HomePortal, Online Registration:

- 1st Site Licence
- Additional Site Licence
- School Swimming
- Reports Platform
- Training System

£366.67
£366.67
£83.33
£275.00
£91.67

Branding Packages (one-off fees):

- Silver Branding Package
- Gold Branding Package
- Platinum Branding Package
- IP Address Whitelisting Service

£1,195.00
£1,695.00
£2,500.00
£1,395.00

Native App		Per Site Per Month
GoMobile:		
Includes: Member Bookings, Non-Member Bookings (PAYG), Access (Regenerative QR Code), My Activity, My Favourites, eCommerce with Wallet, Account Portal, Security, Facial Recognition, Dark Mode.		
- GoMobile		£100.00
Integrations		
Application Program Interface (API)		
- Go API	Up to 1,000 calls per month	£125.00
- Go API	Up to 1.5 million calls per month	£416.67
3rd Party		
- 4 Global		£41.25
- Open Active Connector		£41.25
MyFitApp		
- 1st Site		£125.00
- Additional Sites		£50.00
- Active In Time		£5.42
- Lead Generation		£25.00
Bolt-Ons		
Single Sign On		Per Month
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
Transactions		
GladstonePay		Per Transaction
eCommerce / RCP		
- Tier 1		£0.32-£0.26-£0.21
- Tier 2		£0.18-£0.16-£0.15
- Tier 3		£0.14-£0.13
Direct Debit		
- Tier 1		£0.50-£0.25-£0.20
- Tier 2		£0.16-£0.14
- Tier 3		£0.12
Direct Debit Managed Service (includes Direct Debit Transactions)		(Min Monthly Invoice Amount - £1,250pm)
- Tier 1		£1.00-£0.50-
- Tier 2		£0.40-£0.32-£0.28
- Tier 3		£0.24- £0.20
Gateway Support		
- Basic		£360
- With RCP		£600
Merchant / Acquirer Services (% savings) – Price based on volumes.		
SMS Bundles:		
5,000-10,000 Credit Bundle		£350.00-£600.00
50,000-100,000 Credit Bundle		£250.00-£100.00
Email Bundles:		
200,000-400,000 Bundle		£200.00-£400.00
500,000-1,000,000 Bundle		£500.00-£1,000.00
2,000,000-3,000,000 Bundle		£2,000.00-£3,000.00
4,000,000-5,000,000 Bundle		£4,000.00-£5,000.00

6,000,000 Email Bundle

£6,000.00

Digital Passes

Wallet NFC, QR code passes:

- Digital Account Card £0.20
- Digital Ticket £0.10
- Digital Pass Customisation £500

Hardware**POS**

- Card Reader £209.00
- Receipt Printer £343.50

Terminals

- Set-Up (One-Off) £50
- Verifone Devices – V200C/V240M (chip & pin), T650P/V660P (Android) £393-£595 pa
- ID Tags £0.10-£2.50

Access Control Hardware – supplied by marketplace partner

Gladstone Consultancy Services**Professional Services (per Day):**

- Project Management £1,400
- Technical Services £1,300
- Solutions Consultancy £1,300
- Data Consultancy Services £1,700
- API Consultancy £1,700

Service Flex – Professional Consultancy bundles:

- 6 credits £7,800
- 12 Credits £15,000
- 18 Credits £21,960

Assure+

Configuration & Administration – monthly service offering on hands on config changes for max 6 hours per month.

£12K

On Site CS Fee

£200

Delivery Fees (with insurance)

- Small £50
- Medium £150
- Large £300

Notes

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.