Competitive analysis report: LoveAdmin vs ClassForKids (Gymnastics-focused)

1 Company overview & positioning

LoveAdmin

Positioning & mission – LoveAdmin is positioned as an all-in-one membership and booking platform for clubs, schools and activity providers. It emphasises the **end-to-end journey**, from capturing registration data and taking payments to managing sessions, communications and reporting. Beyond software, the company highlights **growth consultancy and training** (Step2Success and School of Marketing) to help organisations grow. LoveAdmin promotes its products as **flexible** across sports and membership-based organisations and highlights industry-recognised customer-experience awards[1]. The platform has evolved from a legacy version (V1) to a modern interface (V2) and includes a separate **JoinIn** app for parents/members.

Gymnastics focus (implicit) – The site includes a **gymnastics community** portal and case studies. Features emphasise strict safeguarding, ability to collect medical data, emergency contacts and consent, progress tracking and capacity management — all critical for gymnastics clubs[2]. Business support such as Step2Success is available to clubs transacting over £100 k per year[3].

ClassForKids (Class4Kids.io)

Positioning & mission – ClassForKids positions itself as a **booking and management system** built for kids' clubs (including gymnastics, dance, drama, football, swimming and after-school care). It stresses **simplicity** for parents (book in three clicks) and **time-savings** for club owners. The platform focuses on **upfront payments, automated invoicing** and **offline register management**. Customer statistics on its website show high satisfaction (98 % average rating) and a claimed **10 hours per week saved**[4]. The company is part of Access Group and leverages AccessPay for payment processing.

Gymnastics focus – While ClassForKids markets to multiple activities, its register management emphasises **emergency contacts, medical notes, photo permissions** and offline access — features particularly valuable for gymnastics coaches[5]. It also supports term-based classes, camps and trial sessions, but lacks deeper progress-tracking for skills.

2 Features comparison (depth & gaps)

Below is an in-depth comparison of the platforms on critical feature areas for gymnastics clubs. Where helpful, differences in fee structures and operational detail are highlighted.

2.1 Payments & financials

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
Payment methods & providers	Supports **three vetted providers** (PayPal for instant card payments, GoCardless for direct debit and another card provider). Customers can choose direct debit or instant card payments[6]. Payments settle instantly via PayPal for card transactions[7].	Uses **Stripe** (credit/debit cards, Apple Pay/Google Pay) through AccessPay. Payments appear in the club's account immediately[8].	Both offer multiple payment options and instant settlements. LoveAdmin's choice of providers gives clubs flexibility, whereas ClassForKids is tied to AccessPay/Stripe.
Fee structure	LoveAdmin's pricing page states a **3 % platform fee** when using the payment module[9]. PayPal and GoCardless transaction fees are charged by the providers; LoveAdmin emphasises competitive rates without specific numbers[10].	According to the G-Cloud pricing document and external FAQs, ClassForKids charges a **license fee (~£36.99 per month)** and a fixed **3.1 % transaction fee** for online payments[11]. Stripe fees (currently **1.5 % + 20 p**) are added separately[12][13]. Clubs may choose to absorb or pass the fee to parents[14].	LoveAdmin's 3 % platform fee is similar to ClassForKids' 3.1 % transaction fee but does not disclose card fees. ClassForKids' total cost can approach **4.5 %** after Stripe charges[15].
Payment collection & automation	LoveAdmin offers **automatic payment retries** for failed payments and sends automated reminders for overdue, failed or disputed payments and cancelled direct debits[16]. Weekly, monthly or annual payments can be	ClassForKids requires **up-front payments** to secure booking, including monthly subscriptions for parents, with automatic retries on declined card payments[20]. Bulk invoices and automatic booking confirmations can be sent[20]. The platform lacks integrated	LoveAdmin's ability to set pro-rata payments, automatic retries and manage refunds within the system provides more flexible cash-flow management. ClassForKids focuses on upfront payment enforcement.

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
	collected automatically[17]. The system allows full or partial refunds and account credits[18], and includes VAT calculations and one-off invoices[19].	refund processing – refunds are typically handled through Stripe dashboards.	
Settlement times	PayPal settlements into merchants' PayPal accounts occur **within minutes** for recurring card payments[21][22]. GoCardless direct debit settlements follow standard UK direct debit timelines (typically 3–5 business days, according to LoveAdmin's help documentation).	Stripe transfers funds immediately after payment but actual bank settlements can take **2 working days**. There is no dedicated same-day settlement offering.	LoveAdmin's instant PayPal settlement offers faster cash-flow, while ClassForKids' Stripe payments settle according to Stripe's standard timelines.
Reporting & financial analytics	The business reports feature provides **detailed financial reports** on renewals, sales and processing payments, showing when funds will arrive and highlighting outstanding or late payments and cancelled direct debits[23]. Reports allow direct actions such as issuing payment requests or communicating with contacts[24].	ClassForKids provides summary **financial reporting** with income trends and outstanding balances[25], but it lacks advanced filters and cannot send actions directly from reports.	LoveAdmin's reporting is richer and actionable, providing advanced filters, custom columns, tax breakdowns and integrated communications[26].

2.2 Booking & registration

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
Registration forms & data capture	Custom registration forms collect **medical information, emergency contacts, consents and photo permissions**[27][28]. Forms support **custom questions**, consent checkboxes and file uploads.	Allows bespoke registration questions and trial sessions[29]. Parents can register children once and re-use details for future bookings. However, some users complain that optional extras are hard to find[30].	Both systems capture essential safeguarding data. LoveAdmin emphasises forms as part of the checkout process and supports automatic waiting lists and trial conversion notifications[27].
Booking types	Supports **single sessions, terms, camps, competitions and multiple-day events**. Event management allows flexible pricing (single-day or week-long), capacity limits, age restrictions and payment collection after admin approval[31]. Waiting lists and automated trial conversion are integrated[27].	Offers **term bookings, camps, trial sessions, wraparound care and pay-as-you-go** options[4]. Users can copy existing terms, update dates and prices quickly, and transfer bookings between classes[32].	ClassForKids provides a strong set of booking types but lacks flexible event pricing (e.g., pay after confirmation). LoveAdmin's approval-based payment collection helps clubs gauge demand before taking payment[33].
Calendar & scheduling	Provides a **filterable activity calendar** where customers can explore sessions by coach, location or time. Sessions are colour-coded and show capacity alerts; clubs can share personalised links filtered to specific criteria[34]. Coaches have quick-view registers and can mark attendance with one touch or by scanning QR	ClassForKids displays class times on a schedule, but there is **no calendar view**; customers must search or filter lists. Registers can be marked offline and synced later[37]; however, there is no integrated progress-tracking for skills.	LoveAdmin's visual calendar and progress-tracking are significant differentiators for gymnastics coaches who need to monitor athletes' progress.

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
	codes[35]. Progress tracking programmes let coaches define levels/skills and record achievements[36].		
Registers & attendance	Registers are customisable to display personal, consent or guardian details and allow marking statuses such as attended, absent, ill or injured[38]. Icons flag trialists, new starters, medical conditions or revoked photo consent[28]. QR codes simplify attendance logging[39].	Registers can be accessed via phone/tablet, work offline and sync later[40]. Emergency contacts, medical notes and photo consents are visible[5]. Team access controls ensure coaches view only relevant information[41].	Both offer robust register management and safeguarding visibility. LoveAdmin's QR code scanning and status options add convenience. ClassForKids' offline mode may suit venues with no Wi-Fi.

2.3 Communication & parent experience

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
Messaging channels	Built-in **email builder** supporting images, GIFs, attachments and custom colours, plus re-usable templates[42]. Target groups via advanced filters and send **branded SMS** for urgent updates[43]. Messages can be scheduled and automatically personalised. Posts can be published to the member portal.	Sends **automatic booking confirmations and invoices** by email/SMS[20]. Premium SMS messages cost **6 p per text**[44]. Communications can be sent to individuals or filtered groups; there are **40 + templates**[45]. However, attachments cannot be sent and messages cannot include files[46].	LoveAdmin's email builder with attachments and GIFs provides richer branding and information. ClassForKids' communications are simpler and cannot handle attachments. Both offer SMS (paid) but LoveAdmin does not specify per-text costs.
Automation &	Over **40 automated notifications** chase late payers, monitor	Sends automatic booking confirmations and invoicing; can	LoveAdmin's automation is more extensive, reducing

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
notifications	sign-ups and engage trialists[42]. Administrators can set up custom automatic notifications for new customers, trialists, lapsed members, and collect safeguarding information[47]. The system automatically retries failed payments and can apply pro-rata pricing and discounts[48].	automatically retry declined card payments and send reminders via SMS invoicing[20]. There is no built-in pro-rata pricing or discount automation.	manual follow-ups and offering pro-rata pricing and post-trial conversion.
Parent portal & mobile apps	Parents use the **JoinIn mobile app** to book classes, receive real-time updates, manage consent preferences and update medical information. The app supports quick bookings and payments with one-time login and offers secure data handling[49].	ClassForKids provides a **parent app** (iOS/Android) that allows parents to **view and manage upcoming bookings**[50]. It displays class schedules, cancellations and holiday dates. However, parents still need to use the web portal for some actions (e.g., editing details).	Both have dedicated parent apps. LoveAdmin emphasises real-time updates and consent management; ClassForKids focuses on viewing bookings. Neither offers a full coaching app; LoveAdmin's registers are accessible via web/mobile but not a separate coach app.
User experience & support	User reviews highlight LoveAdmin's support and training but mention that the old V1 system was clunky and lacked a mobile admin app[51][30]. Parents sometimes struggle to find optional	Reviews praise ClassForKids for reducing admin time and its ease of use[53], but note frustrations with lack of calendar view, inability to attach files in emails and inflexibility in providing discounts or handling cancellations[46][54]. Some users find support	Both platforms generally receive high satisfaction (LoveAdmin ~4.3/5, ClassForKids ~4.8/5). LoveAdmin's V2 interface improved usability but lacks a full admin mobile app; ClassForKids suffers from certain limitations

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
	extras[52].	responsive; others note that customer service can be slow.	but is praised for simplicity.

2.4 Admin efficiency & automation

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
Automations & workflows	Automates membership renewals, payment collection and discounts; automatically upgrades trialists to full members and invites them to purchase after their trial[55]. Custom automations can trigger emails or SMS when data changes (e.g., new medical information)[48]. Payments are re-tried up to three times before alerting staff[16].	Automates invoicing and subscription payments; automatically retries declined card payments[20]. There is no automation around trials or data changes.	LoveAdmin provides deeper automation capabilities that reduce manual admin tasks (e.g., pro-rata pricing, automatic discounts, auto–joining after trial).
Attendance & performance tracking	Custom development programmes allow coaches to **define levels and skills**, record achievements and monitor progress[56]. Attendance history can be analysed for safeguarding[57].	No built-in progress-tracking or skill-development features. Attendance is recorded but not tied to skill progression.	LoveAdmin's skill progression tool is valuable for gymnastics clubs where tracking progression is vital.
Admin tools & online shop	The platform includes an **online shop** where clubs can create categories (shop tiles) for classes, memberships, merchandise or kit. Products can be assigned to multiple categories, and clubs	ClassForKids does not have a built-in merchandise store. Clubs can sell camps and classes, but there is no facility to sell uniforms or equipment.	LoveAdmin's shop enables upselling of kit and merchandise, creating an additional revenue stream.

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
	can choose different display views (product, session, week calendar, entire schedule)[58]. Administrators can manage stock and visibility, issue one-off invoices and log offline payments[59].		
Data & contact management	Centralises contact data with unique dashboards showing payments, communication history, attendance and development[60]. Customers can self-serve through a portal, updating personal information, emergency contacts and consents with real-time notifications to coaches[61].	ClassForKids stores customer data and allows parents to update details during booking. Offline register data is later synced, but there is no dedicated contact dashboard for administrators.	LoveAdmin's detailed contact profiles and real-time notifications help maintain accurate safeguarding data.
Reporting & analytics	Provides **flexible reports** across finance, communications and attendance; admins can filter and add columns, issue payment requests or communicate directly from reports[26]. It highlights underperforming and high-demand classes to aid scheduling decisions[62].	ClassForKids reports revenue and attendance trends but lacks advanced filters or the ability to act directly from reports[25].	LoveAdmin's actionable reporting reduces admin time and informs strategic decisions.

2.5 Business support & value-added services

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
Growth consultancy	The **Step2Success** programme offers **£4,000**	No equivalent growth consultancy;	LoveAdmin provides added value beyond

Aspect	LoveAdmin	ClassForKids	Observations/Gaps
	of consultancy to qualifying clients. It includes a full organisational review and tailored 12-point growth plan, monthly workshops, exclusive online content and unlimited support[3]. Strategic business managers with industry experience guide clubs[63].	ClassForKids focuses on software training and generic support.	software by advising clubs on growth, revenue and efficiency.
Marketing training	The **School of Marketing** offers free courses covering marketing fundamentals, communication strategies, branding, content creation, SEO and social media. Lessons are designed for activity providers and delivered at various paces[64]. There is currently no cost, but spaces are limited[65].	ClassForKids produces blog posts and webinars but does not offer structured marketing training.	LoveAdmin's marketing school helps clubs develop marketing skills and improve parent engagement.
Community & resources	LoveAdmin maintains sport-specific communities (gymnastics, football, swim) and provides guides, webinars and a Step2Success podcast.	ClassForKids publishes blog posts, case studies and webinars but lacks dedicated communities.	LoveAdmin's communities foster peer learning and brand loyalty.
Customer support	LoveAdmin provides personal onboarding and phone/email support. Users praise the support team but note occasional delays and issues when migrating from V1 to V2[66].	ClassForKids offers free onboarding sessions and ongoing support via chat/email. Users generally appreciate support but some mention unresponsive service or slow	Both offer onboarding and support; LoveAdmin differentiates through consultancy and marketing training.

2.6 Pricing & overall value

- **LoveAdmin** – Charges a **3 % platform fee** on payments[9] and does not publish a monthly licence price. It emphasises that payments can be processed through multiple providers with competitive rates[10]. Additional value includes growth consultancy and marketing training, which are free to qualifying clients[3][64].

- **ClassForKids** – Charges a **£36.99/month licence fee** or **£349.99/year** and a **3.1 % transaction fee**; Stripe fees of 1.5 % + 20 p apply separately[11][12]. Premium SMS messages cost **6 p per text**[44]. Users cannot opt out of the transaction fee if they use online payments. There is no growth consultancy or marketing school.

3 Customer feedback & sentiment (summary)

LoveAdmin

- **Overall rating** – ~4.3/5 across aggregated reviews[66]. Users appreciate the **comprehensive feature set**, **support team** and **time savings**, stating that it saves hours of admin and centralises payment and communication records[51][30].

- **Positive feedback** – Smooth migration from legacy system; good direct debit integration via GoCardless; improved V2 interface; efficient email and payment reminders; ability to centralise safeguarding data[66][67]. Clubs report time saved due to automations and appreciate the ability to track attendance and finances[51].

- **Negative feedback** – No full mobile admin app; some features still require desktop; PayPal integration can be clunky[68]; optional extras are hard to find for parents[52]. Some reviews cite financial reports that don't always reconcile and occasional support delays[69].

ClassForKids

- **Overall rating** – ~4.8/5 on Capterra (99 + reviews)[53] and 4.8/5 across independent reviews[70]. Users consistently praise the **ease of use** and time savings. Many say it revolutionised their booking processes and improved cash flow by collecting payments up front[70].

- **Positive feedback** – Clear interface, simple for parents to book classes and pay; automated invoices and subscriptions; ability to hide classes; good customer support; offline registers beneficial for venues without Wi-Fi[40][53].

- **Negative feedback** – High payment fees (3.1 % + Stripe) and inability to offer discounts to rolling customers[46]; no calendar view; cannot send attachments; manual handling of cancellations; limited progress-tracking; some parents report difficulty cancelling subscriptions[46][54].

4 Key gaps and opportunities (gymnastics perspective)

1. **Progress-tracking and skill development** – LoveAdmin's development programmes and progress-tracking features (defining levels and skills, monitoring achievements) cater well to gymnastics clubs where progression and badge schemes are central[56]. ClassForKids lacks this functionality, creating an opportunity for LoveAdmin to emphasise skill tracking as a competitive differentiator.

2. **Event management flexibility** – LoveAdmin allows payment collection **after admin approval**, which is useful for competitions where attendance may be uncertain[33]. ClassForKids requires upfront payment for all bookings. Clubs that run competitions, workshops or camps with uncertain numbers may prefer LoveAdmin's flexible billing.

3. **Shop & merchandise** – LoveAdmin's integrated shop allows clubs to sell uniforms, equipment and membership extras and manage stock[58]. ClassForKids offers no merchandise functionality, so gymnastics clubs looking to monetise kit or clothing might find LoveAdmin more attractive.

4. **Growth & marketing support** – Only LoveAdmin offers **growth consultancy** and a **marketing school**[3][64]. These programmes help clubs increase memberships, improve marketing and optimise operations. ClassForKids does not provide comparable business coaching.

5. **Contact & safeguarding management** – LoveAdmin's detailed contact dashboards and real-time notifications ensure coaches always have updated medical and consent information[61]. ClassForKids provides emergency information in registers but lacks a central dashboard for administrators. For a safety-critical sport like gymnastics, LoveAdmin's approach may provide greater peace of mind.

6. **Mobile admin experience** – Both platforms lack a full coach-specific mobile app. LoveAdmin's JoinIn app is aimed at parents; coaches must use the web interface. ClassForKids' register can work offline on tablets, which is useful for gyms without internet. Enhancing mobile admin capabilities is an opportunity for both.

7. **Pricing clarity & cost** – LoveAdmin's payment fee is similar to ClassForKids' but details of transaction fees for PayPal and GoCardless are not transparent. ClassForKids' total fees (licence plus payment fees) can be high for small clubs and limit margins[15]. Both companies could improve cost clarity.

5 Strategic recommendations

For LoveAdmin's product team

1. **Expand mobile functionality** – Develop a dedicated mobile app for coaches/admins to register attendance, view progress, send messages and

manage events offline. This will remove one of the key pain points noted in user reviews and counter ClassForKids' offline register advantage.

2. **Enhance progress-tracking** – Continue investing in skill development modules tailored for gymnastics (badge schemes, certifications). Integrate with national gymnastics frameworks (e.g., awarding bodies) to increase adoption.

3. **Transparent fee calculator** – Provide a simple calculator showing total payment processing costs for different providers. This transparency will help clubs compare costs with ClassForKids.

4. **Streamline optional extras** – Improve the user interface for parents to select extras (e.g., club merchandise, camps) to address feedback about optional items being hard to find[52].

5. **Pay-by-instalment options** – Introduce flexible instalment plans that compete with ClassForKids' monthly subscription model. This could include automatic pro-rata calculation and early-bird discount triggers.

For LoveAdmin's marketing department

1. **Promote progress tracking and development programmes** – Highlight the ability to track gymnasts' skills, progress and achievements, a differentiator absent in ClassForKids. Use case studies from gymnastics clubs to demonstrate benefits.

2. **Communicate value-added services** – Emphasise Step2Success and School of Marketing in marketing campaigns. Frame these as **free consultancy worth £4,000** and **free marketing training**, focusing on how they help clubs grow and reduce attrition.

3. **Content marketing targeting gymnastics** – Produce targeted content (blogs, webinars, guides) about running safe, efficient gymnastics programmes, emphasising safeguarding, skill progression and competition management.

4. **Price comparison messaging** – Create materials comparing total payment costs vs ClassForKids (showing 3 % vs ~4.5 % fees) and emphasise that clubs can choose providers for better rates.

5. **Highlight integrated shop** – Showcase success stories of clubs increasing revenue by selling uniforms and equipment through LoveAdmin's online shop.

For LoveAdmin's sales team (battle card)

Topic	Talking points	Handling competitor objections
Positioning	LoveAdmin is an all-in-one platform that manages bookings, payments, registers, communications, progress tracking and reporting **with integrated business support** (growth consultancy & marketing school).	If prospects mention ClassForKids being easier to use, emphasise LoveAdmin's V2 interface improvements and support/training resources. Highlight that LoveAdmin's onboarding team tailors the setup and offers free growth advice.

Topic	Talking points	Handling competitor objections
Payments & fees	Our platform offers **choice of payment provider**, immediate PayPal settlement and transparent 3 % platform fee with no monthly licence (for some plans). Automated retries and flexible payment schedules reduce lost revenue[16].	When they raise ClassForKids' up-front payment model, explain that LoveAdmin supports both upfront and admin-approved payments — giving clubs more control. Stress that ClassForKids' 3.1 % fee plus Stripe charges (~4.5 %) often costs more[12].
Registers & safeguarding	LoveAdmin provides QR-enabled quick registers, custom status options (injured, trialist), icons for medical conditions and auto-generated attendance lists[71]. It centralises safeguarding information and sends real-time updates when parents update consents[61].	If prospects mention ClassForKids' offline registers, acknowledge this advantage but highlight that LoveAdmin's QR codes speed up check-ins and the join-in app ensures parents update consents more easily.
Progress & performance	Only LoveAdmin includes custom development programmes for tracking skills and progress[56]. This is crucial for gymnastics clubs wanting to monitor badges/levels.	If ClassForKids is said to handle this via notes, point out that LoveAdmin tracks progress systematically and ties it to attendance and billing.
Reporting & analytics	Actionable reports show finances, class performance, outstanding payments and email engagement. You can send messages or invoices directly from reports[26].	When prospects say they just need simple reports, explain that high-performance clubs use data to optimise schedules and grow. LoveAdmin's analytics deliver that insight.
Business support	LoveAdmin uniquely offers **£4,000 of free consultancy** (Step2Success) and a **School of Marketing** with training courses[3][64]. These services help clubs increase revenue without extra cost.	If a prospect doesn't need consultancy, emphasise that LoveAdmin's growth experts are optional but available when needed, unlike ClassForKids which doesn't offer business advice.

Conclusion

Both LoveAdmin and ClassForKids provide robust booking and payment solutions for children's activity providers, but they differ significantly in focus. **ClassForKids** is optimised for simplicity and upfront payments, appealing to small-to-mid-sized clubs that value ease of use. **LoveAdmin** positions itself as a comprehensive platform with deeper

automation, reporting, progress tracking and value-added services such as growth consultancy, marketing training and an integrated shop. For gymnastics clubs that require detailed safeguarding, skill progression and flexible event management, **LoveAdmin offers clear advantages**, though improvements in mobile admin functionality and fee transparency would strengthen its proposition.

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