

COUNCIL-WIDE BOOKING SYSTEM.

Service Definition Document
G-Cloud 15.





About bookinglab

We're on a mission to redefine how people interact with public services, building a stronger, future-ready public sector. We power next-generation booking for local government, combining best-in-class UX, intelligent workflows, powerful admin tools, and advanced analytics to cut costs, boost efficiency, and improve service delivery.

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The #1 Booking Platform For Councils

Our platform is trusted by some of the UK's most forward-thinking council teams.



+ many other pioneering organisations.

Crown
Commercial
Service
Supplier

01

Proven. Powerful. Trusted

Our feature set is unmatched. We built many of the tools the sector relies on, and we still set the standard for sophistication, scale, and reliability. The most advanced booking tech, proven across the widest range of council use cases.

02

Results, not promises

From an average 10x ROI in registration services to £450k+ savings in waste and recycling, we deliver consistently across every use case. Trusted by 60+ councils, we power over 30 million bookings a year.

03

Insight you can rely on

We've helped shape booking standards across the public sector. It's more than technology. It's consultancy, guidance, and the shared insight of a UK-wide council community. We know what works. That's why council teams trust us.



ISO27001 Accredited

We're ISO 27001 accredited, meaning data is protected by the highest security standards.

Data is encrypted at rest and in transit with TLS 1.2 and AES-256.

Secure APIs, role-based access, and multi-factor authentication prevent unauthorised access.



CE and CE Plus Accredited

Security and compliance are foundational aspects of our platform.

Our Cyber Essentials Plus Accreditation demonstrates our commitment to highest level of verified cybersecurity protection.

04 User-led by design

Through user groups and surveys, we listen and build what you actually need. If it benefits everyone, it ships as standard. Our community meets through webinars and shared channels to share ideas, collaborate, and drive innovation. The result? A user-led platform built for the next generation of public services.

05 The sector standard

We didn't hitch a ride. We built the route. From some of the first purpose-built systems to more than 100 use cases today, we've worked alongside councils to shape the processes and standards that define modern service delivery.

06 Built to adapt

Rigid, out-of-the-box systems have held services back for too long. This one puts you in control. Your rules. Your workflows. Your design system. Total flexibility. Proven across the widest range of use cases.

Platform Overview.

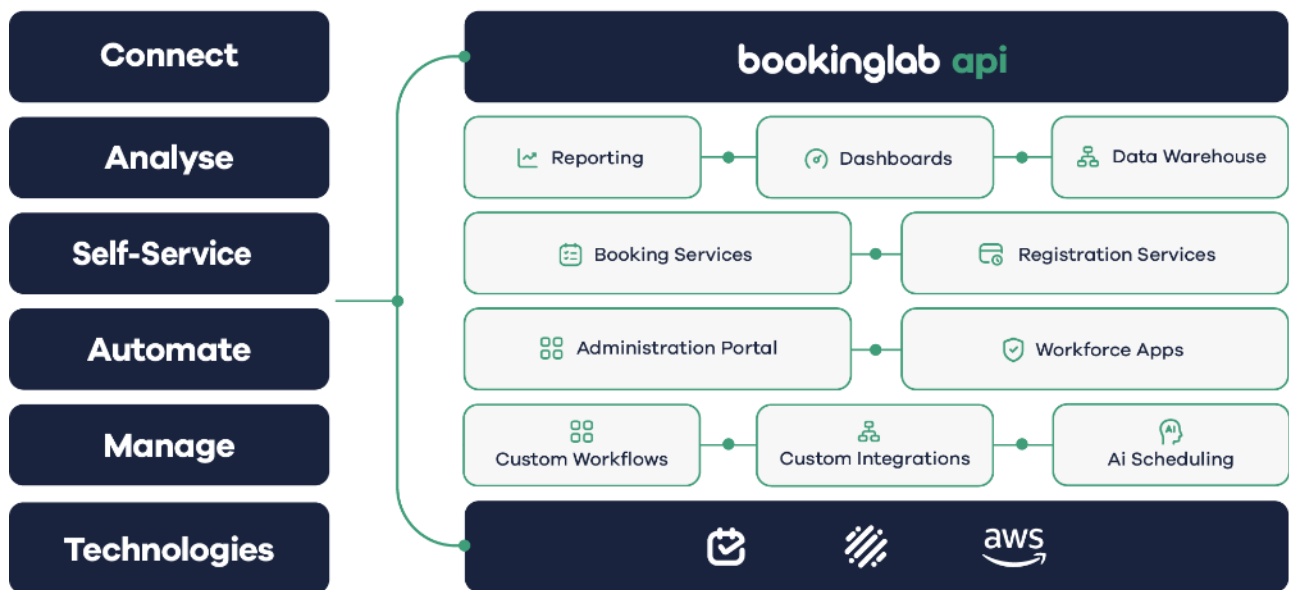
Our technology stack is shaped by feedback from over 120 public sector organisations and more than 30 million citizen and staff booking experiences. It provides local authorities with a proven foundation to simplify workflows, reduce operational cost, and fundamentally improve how services are accessed and managed.

Our AI-powered engine handles complex scheduling and service rules with ease. You can manage multiple channels, locations, and services from a single platform, without compromising functionality or performance. Purpose-built tools and workflows support end-to-end service management.

The platform integrates seamlessly with your existing enterprise systems, including payment gateways, communication tools, CMS platforms, and core line-of-business applications, removing silos and joining up services.

Built-in analytics give you full visibility of performance and demand. You can spot issues early, optimise capacity, and drive measurable gains in efficiency and service quality.

1.1 Platform Architecture



Product Options.

Single Use Case License

This licence provides full access to the scheduling engine, including core functionality, administrative tools, and API access, enabling councils to design, build, and manage a single use case solution. Twenty hours of enterprise-level support are included per annum. bookinglab onboarding services are not included. Additional bookinglab days may be purchased to support service-specific configuration requirements.

Enterprise License

This licence provides full access to the scheduling engine, including core functionality, administrative tools, and API access, enabling councils to design, build, and manage solutions across an unlimited number of service areas. Twenty hours of enterprise-level support are included per annum. bookinglab onboarding services are not included. Additional bookinglab days may be purchased to support service-specific configuration requirements.

Managed Service Subscription (MSaaS)

This option provides a tiered managed service subscription. bookinglab designs, builds, and implements booking services across your organisation, acting as the single delivery partner across all use cases. Tier 1 includes an enterprise licence, unlimited use cases, and 90 bookinglab days per annum. Tier 2 includes an enterprise licence, unlimited use cases, and unlimited bookinglab days. Both tiers include forty hours of product support per annum.

Product Options.

bookinglab days

bookinglab service days can be purchased to support the customisation of booking products aligned to specific service requirements. Service days may also be used for additional work, including bespoke functionality and system integrations. Pricing is based on a day rate, with volume discounts available. Managed Service customers receive discounted rates. Further details are provided in the pricing document.

"Despite the really tight timeframes to deliver the project, the team felt very supported. Chad, Rich, and the bookinglab team took a deep dive into our service area to maximise what we could get from this project. We are fully bought into the product because of the support we've had."

– Janine Southgate,
Head of Statutory Services,
Essex County Council



Example Use Cases.

Below are examples of how we have worked with local authorities to deliver leading, purpose-built booking solutions across a range of service areas.



(One Example)

Short Breaks, Clubs & Activities

Manage registrations, bookings, payments, providers, communications, and reporting for trips, overnight stays, clubs, activities, max cards, and ticketing.



(One Example)

HAF Programme

A guided, self-service experience for users, with streamlined HAF-specific staff workflows for registration, bookings, providers, reporting, and comms.



(One Example)

Desks, Rooms, and Resources

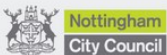
A purpose-built system for councils to optimise office space, generate income, improve reporting, save staff time, and ensure fair access to resources.



(One Example)

Sports Facilities

Automate booking management, resourcing, reporting, payments, and communications for sports facilities, with configurable rules and workflows.



(One Example)

Fleet Management

Streamline fleet management, improve efficiency, reduce costs, and improve reporting with tailored workflows and a best-in-class user experience.



(One Example)

Family Hubs

Manage registrations, bookings, payments, providers, and reporting for all family hubs services in one view, with automated workflows and self-service.



Appointments

Any use case. Any team. However niche. Save time, reduce costs, and transform the experience of in-person, virtual, and over-the-phone appointments.



Events and Training Courses

All your council events and courses. One platform. Scheduling, resourcing, tickets, payments, comms, and reporting—sorted.



Bulky Waste Bookings

Transform your bulky waste service with intelligent scheduling and resourcing, streamlined admin workflows, integrated payments, and real-time service visibility.



Venue Management

From library rooms to country parks, turn every space into a high-value asset. Manage scheduling, payments, comms, and reporting in one platform.



Pest Control Bookings

Run your pest control service more efficiently with intelligent scheduling and resourcing, streamlined admin workflows, and real-time service visibility.



Custom Use Case

Don't see what you need? Just get in touch. We'll configure the platform to match your exact requirements, regardless of complexity or scale.

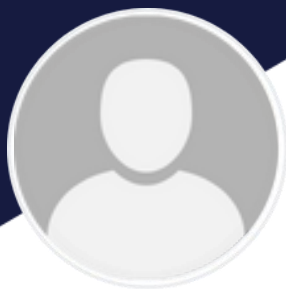
Don't see what you need?

Just get in touch. If it's public sector and bookable, we've probably delivered it. We can design and build solutions to meet your exact requirements.

THE #1 BOOKING SYSTEM FOR COUNCILS.

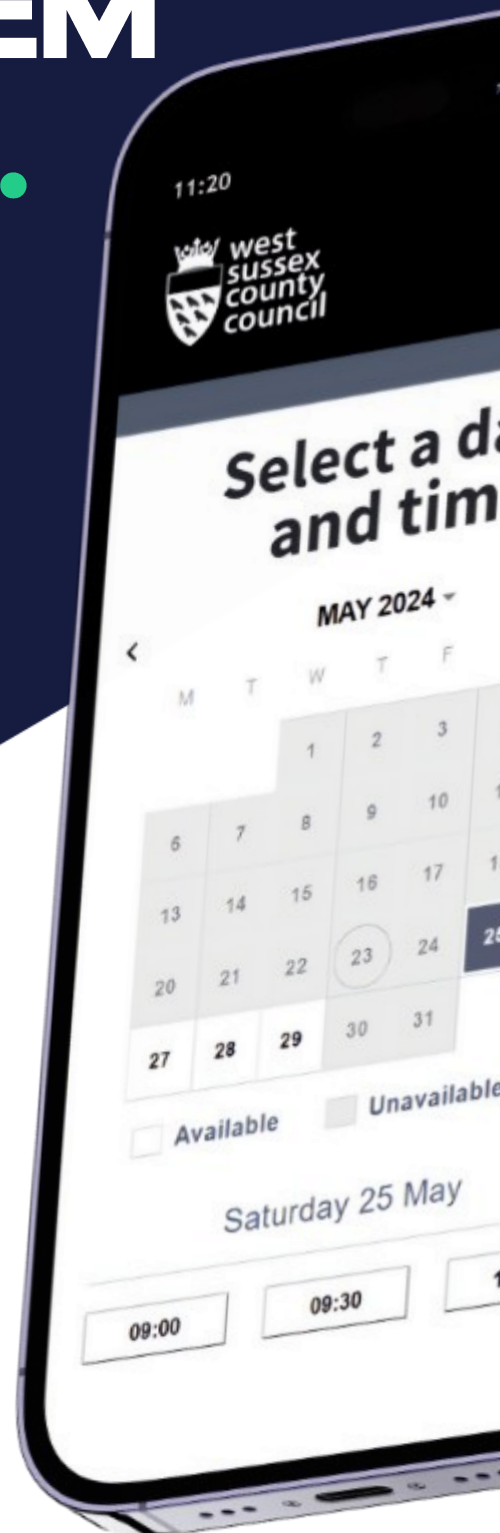
“

24/25 vs 23/24, West Sussex CC will have achieved more than £650,000 in savings. This has smashed the £200,000 per year saving we had previously estimated.”

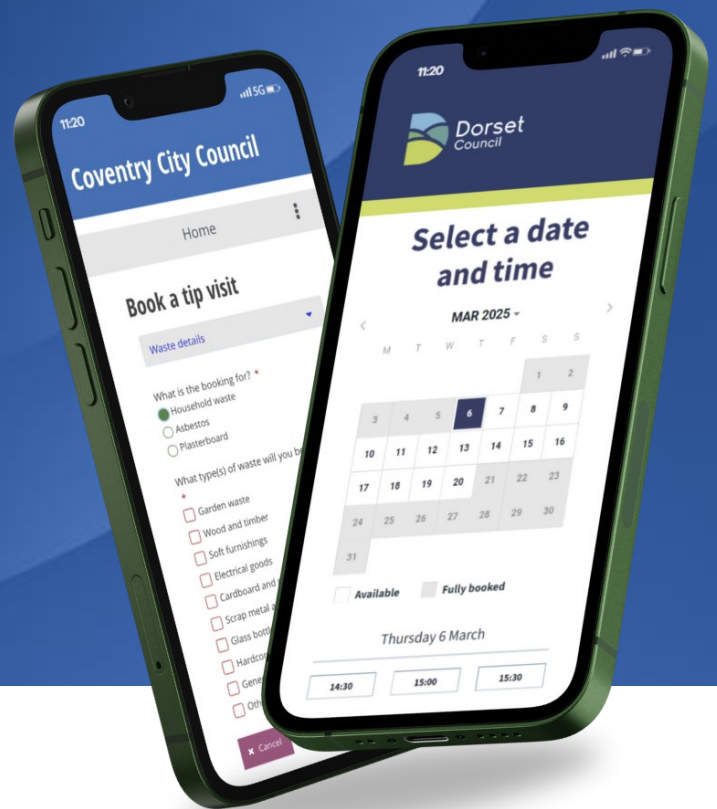


Wayne Howick

Senior Waste Enforcement Officer
West Sussex County Council



Product Overview: Core Platform Functionality.



Simplify complex appointments

Forget workarounds and manual fixes. Intelligent logic and workflows handle complexity autonomously. Durations and allocations adjust instantly to fit service type, requirements, and staff availability.

The experience users deserve

Confusing. Unresponsive. Full of dead ends. Users expect better. Deliver journeys that guide, adapt, and inform in real time. Give staff total control. Automate the repetitive. Keep admin workflows clear, responsive, and connected.

Complex workflows, tailored to you

Any rule. Any process. Any appointment or event type. 100 bookings or 5 million. Our industry-leading engine handles it all. Stay compliant, meet local priorities, and manage complexity at scale.

Your service. Your rules

One-size-fits all is a thing of the past. Configure rules and workflows around local processes and priorities. Update forms, messaging, notifications, calendars, and reports instantly in-house. Total flexibility. Complete control.

AI-powered scheduling

An intelligent engine that auto-optimises durations, allocations, and resourcing, using your process maps and service rules to maximise availability and reduce admin.

Powerful admin tools

Bookings, payments, and analytics in a single platform. Upload documents, send notifications, and check residents in with ease. Smart search, streamlined registrations and visitor workflows, and intuitive views keep admin simple. Configure services, locations, resources, availability, questions, guidance, and reports in just a few clicks.

All your data. One clear view

Stop digging through spreadsheets. Live dashboards track performance, demand, and capacity your way. Filter, export, and visualise custom data to monitor KPIs and show your impact.

Communication, redefined

Automate key event notifications, send custom messages, and manage every interaction through the built-in comms portal. True two-way communication. The modern standard.

The screenshot displays the 'solihull.gov.uk' website interface. At the top, it says 'Welcome Ceremony Officer'. Below this, a prompt asks the user to enter a 'Booking ID' from the 'ceremony rota' and click 'Search'. A search bar contains the text '13164201'. Below the search bar is a table with the following data:

Date	Time	Booking ref	Appointment Type	Venue
05 June 2025	11:00	13164201	Marriage ceremony (Approved Premises)	Fenn...

Below the table are several tabs: 'Information', 'Attachments', 'Choices', 'Post Ceremony', 'Upload', and 'Check'. Under these tabs are several form fields with labels: '(Extra) Who put the ceremony on RON?', '(Extra) How many certificates were ordered?', '(Extra) What address are certificates to be sent to?', 'Location of ceremony schedule', 'Have you locked this ceremony on RON', and 'Notes for central team'.

Intelligent visitor management

Everything staff need, right at their fingertips. Check residents in, update bookings, and reconcile data for accurate reporting. More visibility. Less stress.

Intelligent workforce management

You define staff roles, availability, and time blocks. The system applies your service rules to auto-allocate, fill gaps, and update diaries in real time, saving hours of manual work. Scheduling and resourcing, perfectly aligned.

Total Control. Total Flexibility.

Payments, simplified

Complex fees? Covered. Reconciliation? Automated. Notifications and audit trails? Built in. Simplify payment management. Reclaim your time.

Streamline your registration process

Configurable approval routes adapt to your rules and policies. Automatic checks handle straightforward cases, while exceptions route to the right team instantly.

The screenshot shows a web form for 'Essex County Council' titled 'Registration Appointments'. The form includes a dropdown menu to 'Register a birth', followed by a section 'Births - Information about registering a birth'. This section contains several paragraphs of text explaining the registration process, including a declaration of accuracy and a confirmation checkbox. Below this is a section 'Births - Was the baby born in Essex' with radio button options for 'Yes' and 'No'. The next section is 'Births - Where in Essex was the baby born?' with a dropdown menu showing 'Clacton and District Hospital'. The final visible section is 'Births - Have you already registered this baby's birth?' with a dropdown menu showing 'No', and a partially visible section 'Births - Were the parents married or in a civil partnership when the baby was born?' with a dropdown menu showing 'Yes'.

POWERING THE NEXT GENERATION OF COUNCIL SERVICES.

“

We're so proud of this product. It has transformed the service we deliver to our residents.”

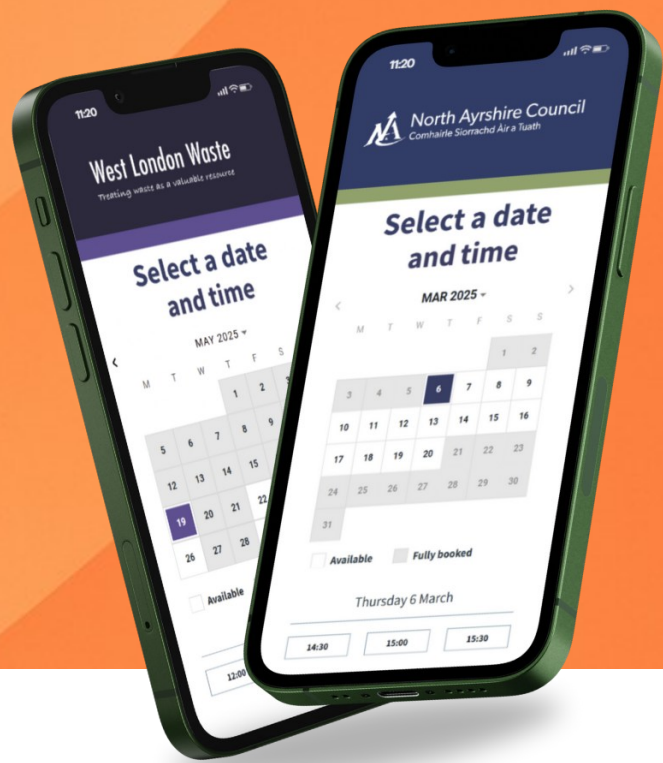


Hannah Allard

Insight and Development Manager
Kent County Council



One Platform. Everything You Need.



Private Public sector experience

Beautifully designed. Intelligently built. Seamlessly connected. Responsive journeys with assistive features and same-day availability make booking effortless. Guidance messaging, real-time updates, and self-service accounts keep residents informed and in control.

Bookings that work for everyone

From multi-channel access and assistive features to adaptive journeys and automated guidance delivered by email, text, and phone, every step is designed to support every resident.

Booking systems aren't created equal

Confusing. Static. Full of dead ends. Form-based systems don't cut it. Residents expect journeys that guide and adapt in real time, not clunky forms. Our system gathers feedback, helps you act on it, and evolve with residents. User-led design isn't optional. Get it wrong once and trust is gone.

Resident accounts: a one-stop-shop

Auto-filled details, end-to-end self-service, real-time usage tracking, and simple voucher management. It's easy to see why residents love it. No account? No problem. Guest booking is just as easy.

Make it yours

From white-label branding and personalised notifications to custom rules, workflows, user journeys, reports, and processes, you get a booking system shaped around your service.

Fast and simple, any channel

No online access? No problem. Residents can book by phone through an intelligent automated service that guides them step by step. Each booking is made and logged automatically. Seamless integration. No extra work.

The modern service standard

Data-optimised footfall. Flexible bookings. Real-time comms. Streamlined visitor management and informed staff. The result? No queues. No confusion. Stress-free engagements and 24/7 self-service.

Accessible. Secure. Reliable

WCAG 2.2 AA compliant. ISO 27001, Cyber Essentials Plus, and data retention schedules come as standard. 99.95% uptime or higher, guaranteed. Accessibility, security, and reliability is built into everything we do.

**SEE THE MARKETING-LEADING
COUNCIL-WIDE BOOKING SYSTEM
IN ACTION.**

Product Features.

Below is a snapshot of a small subset of the platform's functionality. The platform includes many more features and configurations, tailored to individual products and use cases. [Book a no-strings demo](#) to see them in action.

		In-house	Competitors
Complex Rules, Limits, Workflows, and Statuses	✓	x	Limited
Complex Fee and Payment Management	✓	x	Limited
Staff Rostering and Task Management	✓	x	Limited
Intelligent, Responsive Booking Journeys	✓	x	x
Visitor Management Tools	✓	x	Limited
Customer Self-Service Accounts	✓	Limited	Limited
Powerful Admin Suite	✓	x	Limited
AI-Powered Scheduling and Resourcing	✓	x	x
External and Internal Communication Suite	✓	x	Limited
Full Reporting Suite and Data Transfer Service	✓	x	✓
Pre-Registration Workflows	✓	Limited	Limited
Custom Schedules, Resources, Slots, and Services	✓	✓	Limited
RESTful APIs For Seamless Integration	✓	x	Limited
Booking Check-In With Live Status Updates	✓	x	Limited
Compliant CRM Tools	✓	x	x
Document Management	✓	x	Limited
Role-Based Access Control and SSO	✓	✓	✓
Data Management For GDPR Compliance	✓	✓	✓
Full White-Labeling and Simple UI/UX Config	✓	✓	Limited

Product Integrations.

Below is a snapshot of potential integrations. Don't see what you're after? Reach out and we'll help tailor the platform to your integration requirements using our open APIs.



Payment Integrations

Integrate with your preferred payment gateway to deliver a seamless user experience and manage payments from a single platform.



Notifications

Integrate with your chosen notification service to send automated, secure, and cost-effective email and SMS updates. We recommend Gov.Notify.



Microsoft Enterprise Apps

Seamless integration with Microsoft Azure for SSO (included), Power BI for data analytics, Outlook for enhanced visibility, and more.



(Example)

Telephony Bookings

No online access? No problem. Enable self-service phone bookings through a fully integrated, automated service. Multiple providers available.



CMS / Publishing Platform

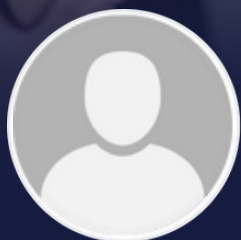
Integrate with your preferred content management system to deliver a seamless user experience, remove silos, and save staff time.



Digital Experience Platforms

Seamless integration with your chosen digital experience platform to connect workflows, save staff time, and deliver a best-in-class user experience.

**“
In just a few months, we've
transformed the service.
It's so much more than a
booking system.”**



Janine Southgate

Head of Statutory and Regulated Services
Essex County Council

Essex County Council serves over 1.8 million residents and needed to modernise how key services were accessed and managed. Legacy systems and fragmented processes created inefficiency, rising costs, and frustration for residents and frontline teams. ECC chose bookinglab to unify bookings across 15 high-volume service areas. We delivered a single platform that automates complexity, improves access at scale, and lays the foundation for organisation-wide transformation.

Essex's story in numbers:

400%

Improvement in
Service KPIs.

1000%

Return on
investment

£3M+

In booked revenue
generated per annum

How We Work.

Overview

Staging and production environments are setup by bookinglab, and access is provided to the client. Following this initial setup, the platform is configured by the supplier or the buyer. The responsibility for configuration is confirmed in an agreed-upon Statement of Works.

How We (Typically) Work

Scope and Discovery

1. Workshop session to gather requirements
2. Produce a technical specification
3. Show and tell of the proposed solution
4. Sign off and agreement from key stakeholders

Delivery

1. Plan detailing milestones and deliverables
2. User Acceptance Testing plan
3. Training plan
4. Allocate resources and setup system tools
5. Development delivered as per agreed release cycles

Testing

1. Internal automated and functional testing
2. User Acceptance Testing by client
3. All other agreed testing procedures
4. Quality Assurance review by key stakeholders

Handover and Support

1. Go-live and training
2. Documentation produced
3. Initiate support and Service Level Agreement
4. IT Audit and Quality Assurance review

Product Support.

Hours of Operation

Standard support hours are 8:30 – 5:00 GMT, excluding weekends and public holidays. However, in business-critical cases, we offer a 24/7 telephone helpline

Types of Support

Support is provided from our UK-based offices via the following channels:

Ticketed Support Helpdesk

Log issues, track progress, and receive timely responses from our UK-based support team.

Dedicated Account Manager

A named contact for guidance, reviews, and ongoing support tailored to your service

User Manual

Clear, step-by-step guidance covering key features, tasks, and workflows.

Community Forum

A shared space to ask questions, exchange ideas, and learn from other users.

Service Level Agreement (SLA).

SLA Explained

Available on all Enterprise Tiers, our Service Level Agreement (SLA) is our commitment to providing you with the highest standard of customer service, support and care. The following page displays the targets for initial follow-up and resolution targets for issues with different severities. Our Technical Support team will attempt to make contact within the response time goals described in the table on the following page.

Response Time

Priorities are assigned to issues reported via the ticketing system, based on the following guidelines. All issues reported electronically receive an immediate automated email confirmation and a tracking number. Technical Support will respond to the reporter by phone or email. As bookinglab cannot guarantee less than 24-hour response on issues tracked electronically, you should report Severity 1 issues by phone.

Resolution Time

Due to the complex nature of software development and operating environments, bookinglab cannot guarantee the time that it will take to resolve a ticket. In addition, our response times may be affected if a customer fails to provide requested information. We make our best effort to resolve issues as expeditiously as possible and while we attempt to provide fixes for serious issues, there might be cases where it is impractical or impossible to generate a fix, due to compatibility issues or the potential for introduction of unwanted side effects.

Service Level Agreement (SLA).

SLA Continued

Our Technical Support team will attempt to make contact within the response time goals described below:

Priority One (P1)

We respond within four hours, complete updates and basic fixes within one business day, and deliver code changes within ten business days.

Priority Two (P2)

We respond within one business day, complete updates within two business days, and agree resolution times case by case based on operational needs.

Priority Three (P3)

We respond within one business day, with update and resolution times agreed case by case between bookinglab and the customer.

Priority Four (P4)

We respond within one business day, with update and resolution times agreed case by case between bookinglab and the customer based on operational needs

Hosting, Security, and Accessibility.

Hosting

bookinglab offers flexible hosting options, including a dedicated multi-tenant platform built to public sector security standards. It is secure by design, quick to deploy, and flexible enough to meet the needs of different use cases. Each department has its own dedicated portal and database engine, running on shared, security-hardened application servers. This allows individual departments to adopt the system quickly and cost-effectively. All servers are used exclusively by UK public sector organisations, with data protection and GDPR requirements fully embedded.

Open Architecture

This is a flexible platform with extensive APIs for integration and further development. All data is fully exportable and transferable. bookinglab does not impose lock-ins or proprietary barriers that restrict access to your data.

Accessibility and Security

Our solutions comply with key regulations and standards, including the Data Protection Act (2018), Cyber Essentials Plus, UK GDPR, ISO 27001, ISO 27017, ISO 27018, NHS IGT/N3, PCI DSS, and WCAG 2.2 AA. Data is hosted in AWS and encrypted both at rest and in transit using TLS 1.2 and AES-256. Access is protected through secure APIs, role-based permissions, and multi-factor authentication to prevent unauthorised use.

The **industry-leading** public sector booking platform.

GovBook | Council-Wide Booking System.



Any Questions?

Feel free to reach out to your
bookinglab account manager

www.bookinglab.co.uk

0333 444 0203

info@bookinglab.co.uk

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