



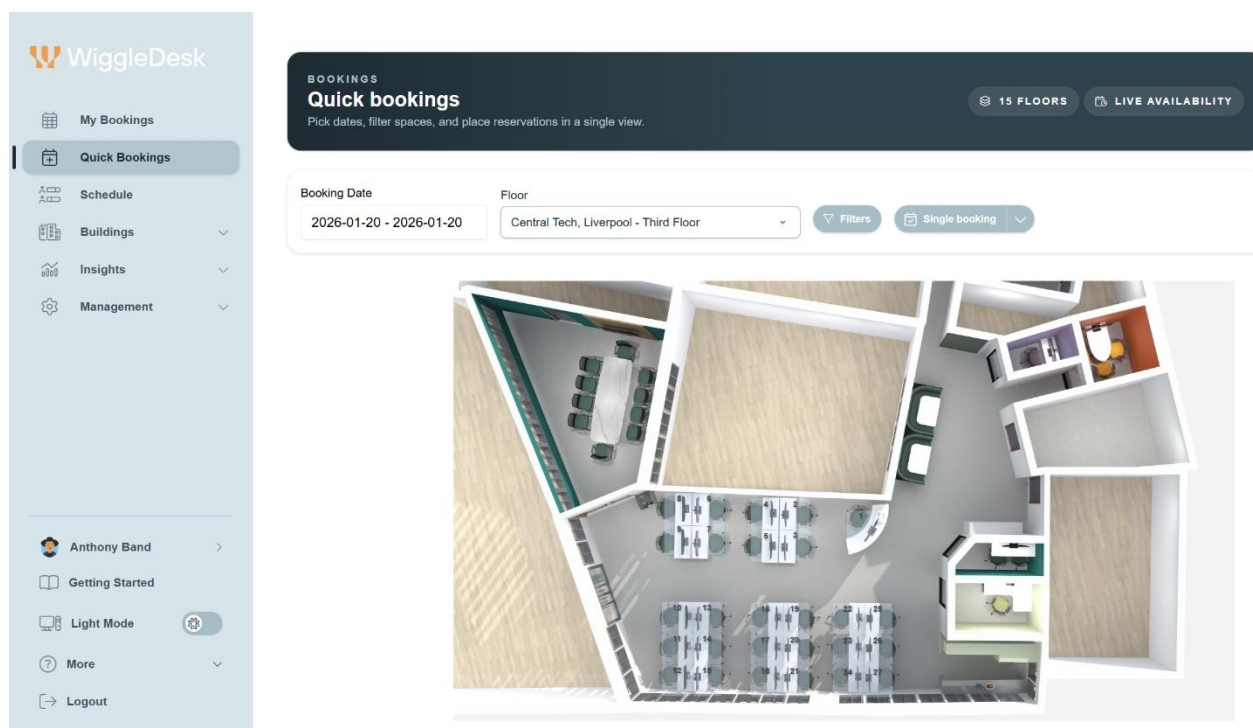
WiggleDesk Workspace Resource Booking Solution

Service Definition

G-Cloud 15 Lot: Lot 2b – Software as a Service (SaaS)

Solution overview

WiggleDesk is a workspace intelligence platform designed to help organisations move from assumptions to evidence, enabling confident, defensible decisions about how space is used. It provides real visibility into utilisation, behaviour and environmental conditions, supporting leaders in shaping workspaces that drive performance, wellbeing and sustainable growth. By going beyond booking, WiggleDesk enables organisations to understand how teams actually use space, how patterns form over time and how investment and presence strategies can be adjusted with confidence.



At the core of the platform is a data-led view of workspace performance across desks, rooms and zones. WiggleDesk captures real utilisation signals, distinguishing between booked, checked-in and genuinely used space and enriches this with behavioural and environmental insight. AI-driven forecasting and pattern recognition provide early indicators of demand, overcrowding and underuse, enabling proactive intervention rather than retrospective reporting. Visitor management and external booking capabilities further support secure access and diversified use of space, while integration with Microsoft and Google workplace tools ensures alignment with existing ways of working.

WiggleDesk is designed for organisations that need clarity rather than complexity, focusing on behaviour, evidence and early action to ensure workspace decisions remain purposeful, defensible and aligned to organisational outcomes.

Key features in scope

Features

AI-powered forecasting for demand and busy periods	Interactive Photorealistic floorplans
Automated notifications and workflows	Microsoft and Google SSO integration
Check-in and check out capability	Outlook and Google Calendar Synchronisation
Create instant bookable spaces	QR code support
Customisable booking options and filters	Real-time resource utilisation tracking for desk, rooms, zones etc.
Customisable metrics and analytics	Real-time team visibility
Direct integration with Microsoft, Google and more	Sensor integration support
Environmental and behavioural insights for wellbeing	Simple configuration via intuitive UI
External bookings for rooms, buildings, pitches etc. to diversify revenue	Visitor Management
Hybrid, recurring and permanent bookings	Workspace resource booking (e.g. desk, meeting room, clinic room, car parking, lockers etc.)
Interactive floorplan and timeline views	

Key benefits

- Clear insight into how space is truly used, including patterns that support or hinder performance.
- Visible, manageable attendance patterns that reduce hybrid chaos and friction
- Better coordination of meaningful office days and overlapping team presence
- Reduced booking waste and unnecessary real estate spend through defensible utilisation evidence
- Predictability around demand and peak pressure, enabling proactive rather than reactive decisions
- Early signals to adjust workspace, cost and attendance strategy before friction appears
- Stronger employee experience through more intentional, high-energy environments
- Improved alignment between space, behaviour and flexible working expectations
- Board-ready evidence and analytics to support estates, finance, HR and ESG discussions
- More consistent day-to-day operations through clearer visibility of capacity, services and visitors
- Stronger alignment between space, people and purpose across the organisation

WiggleDesk Packages and Resource Definitions

WiggleDesk is licensed through three Annual Packages: Associate, Growth, and Scaled. Each package defines the scope of functionality, capacity limits, and included resource types for the licensed solution, and provides entitlement to manage a defined number of resources in line with the package selected.

Resources are classified into three categories: Category 1 shared and collaborative workspaces, Category 2 individual and single-use workspaces, and Category 3 non-workspace and ancillary resources. Each category is defined by its functional characteristics and operational complexity.

The selected Annual Package establishes the baseline entitlements for each resource category. Where the Buyer requires additional resources beyond the limits included in the selected package, these may be added as Additional Add-Ons and will be charged in accordance with the applicable service line pricing.

Detailed pricing for Additional Add-Ons, including per-resource charges and applicable bands, is set out in the WiggleDesk Service Line Pricing Sheet. The Service Line Pricing Sheet forms part of the commercial schedule and should be read in conjunction with the selected Annual Package.

Security, hosting and integration principles

Full details of the service's security, hosting and data protection arrangements are published on the Digital Marketplace service listing. The key principles are summarised below:

- The service is provided as a fully hosted cloud Software as a Service (SaaS) solution and does not require on-premise infrastructure or local installation.
- All primary application hosting and customer data processing are performed within the United Kingdom and the European Union, using cloud services hosted in UK and EU data centres, including Microsoft Azure and Google Cloud Platform (GCP).
- Each Buyer is provided with a logically segregated application environment and associated data store.
- For the purpose of data protection legislation, the Buyer acts as Data Controller and WiggleDesk acts as Data Processor in respect of personal data processed by the service.

- As Data Controller, the Buyer is responsible for determining the appropriate data classification and for ensuring that the service is used in accordance with applicable data protection and information assurance requirements.
- The service supports integration with third-party systems via standard application programming interfaces (APIs). Documented integrations include, for example, calendar and identity integrations with Microsoft and Google systems.
- Configuration of integrations and any custom integration work is delivered as optional professional services.
- The subscription does not include bespoke integration development unless expressly stated in the Call-off Contract.

Evidence of lot capability

“The system has proven invaluable in helping to manage resources for staff whilst also providing insights on how the spaces are being accessed by staff. From an administration standpoint, the system is very easy to manage, from adding and removing new assets or users or block booking assets for maintenance.”

James Ward, Business Analyst

East Lindsey District Council

Company background

WiggleDesk is an AI-driven hybrid work and space booking platform that simplifies desk, room and workspace scheduling and unlocks deeper insight into how real estate is used. Founded in 2021 to make hybrid working operationally seamless, it has spent the past four years helping organisations coordinate teams, maximise capacity and drive smarter workplace utilisation. WiggleDesk was acquired by Bellrock in 2025 as part of its strategic growth in workplace technology. Its founder, William Wildridge, now leads AI and innovation for the group, bringing product and workplace technology expertise to accelerate development.

Bellrock is a UK real estate and workplace technology group using data-led digital solutions to optimise estate performance and sustainability. Its portfolio spans IWMS, CAFM, mobile applications and AI-enabled workplace tools across public and private sectors. WiggleDesk strengthens this offer by adding intelligent space management and hybrid workforce coordination capabilities.



The WiggleDesk team

The WiggleDesk team combines domain expertise in hybrid working, workspace optimisation and AI-enabled scheduling with Bellrock's deep experience in IWMS, CAFM and estate performance solutions. As part of Bellrock Technologies, the WiggleDesk team collaborates with customers to understand real-world workplace dynamics, deliver tailored space management solutions and integrate these with Bellrock's award-winning platforms. With direct lines between developers and clients, WiggleDesk maintains a high-fidelity delivery model that aligns with complex organisational structures, operational needs and evolving hybrid work practices.



Make space work.

wiggledesksales@bellrock.co.uk

