



WiggleDesk Workspace External Resource Booking Solution

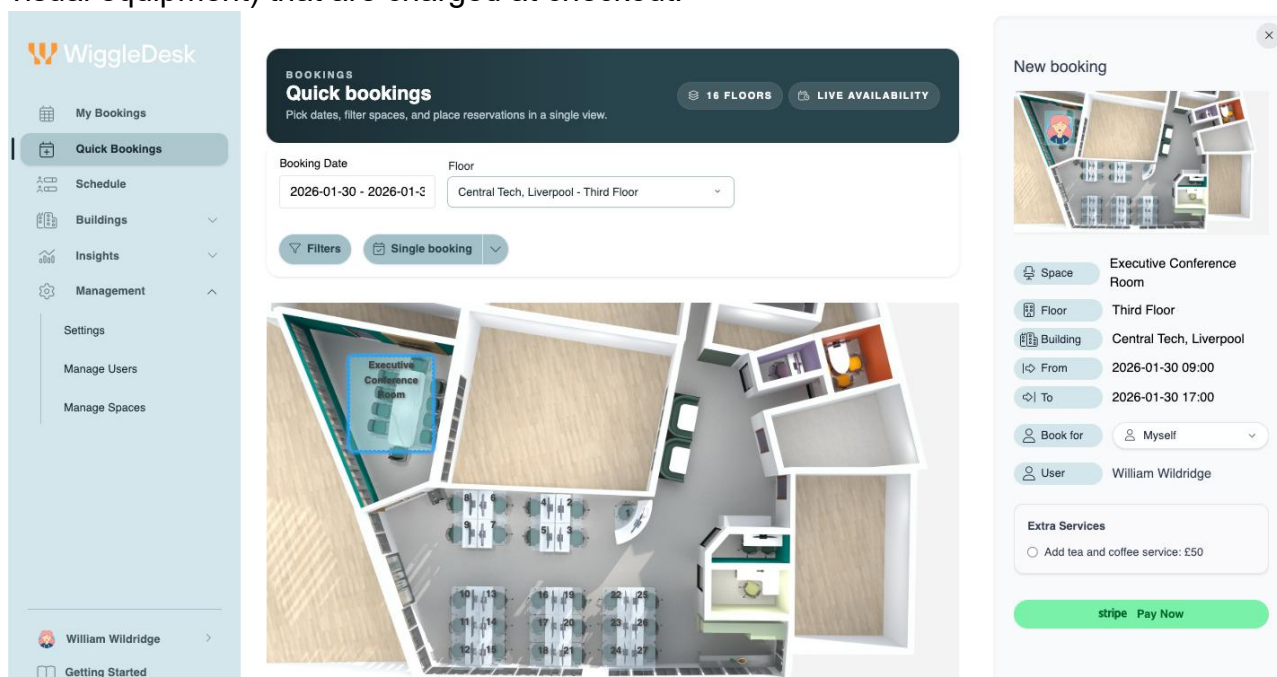
Service Definition

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

Solution overview

WiggleDesk's external resource booking solution, enables organisations to list, manage and monetise underused spaces by renting them to external third parties through an online request and payment journey. This is designed for organisations, particularly in the public sector (such as charities, schools, colleges, universities and local authorities) that wish to generate revenue from assets including sports pitches, halls, theatres, town halls, meeting rooms, conference spaces and community facilities, while maintaining governance and operational control.

WiggleDesk is a workspace booking and intelligence platform that supports desk and meeting room booking and broader workplace management. The Paid Bookings Module extends this capability by adding commercial hire functionality: public or partner users can discover spaces, submit booking requests, receive approvals (where required), and complete payment online via integrated payment processors (for example, Stripe). Buyers can set pricing, policies, availability rules and add-on services (such as catering and audio-visual equipment) that are charged at checkout.



The module is designed to balance external commercial use with internal priorities. It provides transparency into what is available, what is reserved, what has been approved, what has been paid, and what has been fulfilled, with operational workflows for confirmations, invoicing/receipts, cancellations, refunds (where applicable), and on-site check-in. Reporting supports finance, estates and operational teams to understand demand, revenue performance, utilisation and service delivery.

Key features in scope

WiggleDesk Workspace Resource Booking Solution

Public-facing listings & booking journey for external users (web experience to search, filter, view availability and request bookings)

Request / approval workflows (optional approval steps, automated confirmations, rule-based approvals, and exception handling)

Pricing & charging rules (hourly/daily rates, peak/off-peak pricing, minimum hire periods, discounts, deposits, and cancellation rules)

Integrated payments (payment processor integration such as Stripe; support for online card payments and secure checkout)

Add-ons and extras (chargeable extras such as catering packages, AV equipment, staging, security, cleaning, setup/teardown)

Refunds, cancellations and rescheduling controls (policy-driven handling; audit trail of changes; refund routing via payment processor where applicable)

Invoices/receipts and financial reporting outputs (receipts for payers, exportable booking and revenue data for finance reconciliation)

Notifications & communications (automated emails/notifications for request received, approval, payment success/failure, reminders, and access instructions)

Availability & conflict management across internal and external bookings (prevent double-booking; protect internal events; buffer times)

Check-in / check-out for external and internal users (QR code support; attendance capture where enabled)

Calendaring synchronisation (Outlook and Google Calendar synchronisation for operational visibility where configured)

Identity and access options (SSO for organisational administrators; configurable access rules)

Analytics & insight for paid bookings performance (utilisation, revenue, demand forecasting, popular spaces/times, cancellation rates)

Key benefits

- **Generate new revenue** from underutilised assets while maintaining governance and control over access and policies
- **Reduce administrative workload** through online requests, automated workflows, confirmations, and integrated payments
- **Protect internal priorities** with conflict prevention, approval gates, blackout dates, buffers, and rule-based availability
- **Improve financial visibility** with booking-level revenue reporting, exports for reconciliation, and clear audit trails of changes/refunds
- **Increase transparency for the public and partners** via a consistent discovery and booking experience (availability, pricing, policies, add-ons)
- **Support safer, more consistent operations** using structured check-in/out, pre-arrival information, and operational tasking (e.g., cleaning/AV/catering)
- **Evidence-led estate decisions** by combining paid booking performance with broader utilisation insight to understand what space is worth, when demand occurs, and where investment is justified

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. 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).
- 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.

- The Paid Bookings Module supports integration with third-party payment processors (for example Stripe). WiggleDesk stores only the minimum references required to reconcile payments (e.g., transaction identifiers, status, timestamps) and to support refunds where enabled.
- The service supports integration with third-party systems via standard application programming interfaces (APIs), including 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.

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