



# GovBook | HWRC Booking Service.

Product Overview Pack.

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G-Cloud 14

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## Who we are.

We're a team of tech-enthusiasts on a mission to use booking technology to improve access to public services & accelerate change across local government, central government, and healthcare.

## Our experience.

We work with over 70 HWRCs & facilitate over 10 million site visits each year. Recently, we've helped Kent County Council & Western Riverside Waste Authority reduce annual costs by £150,000 & £200,000, respectively. We've also seen an 8% average increase in recycling rates across our community post-system implementation.

## Accreditations.



Our solutions meet the WCAG 2.2 AA & we hold accreditations for ISO27001 & Cyber Essentials Plus. We also guarantee an up-time of 99.95% or higher. For more information, click [here](#).

## Product Overview.

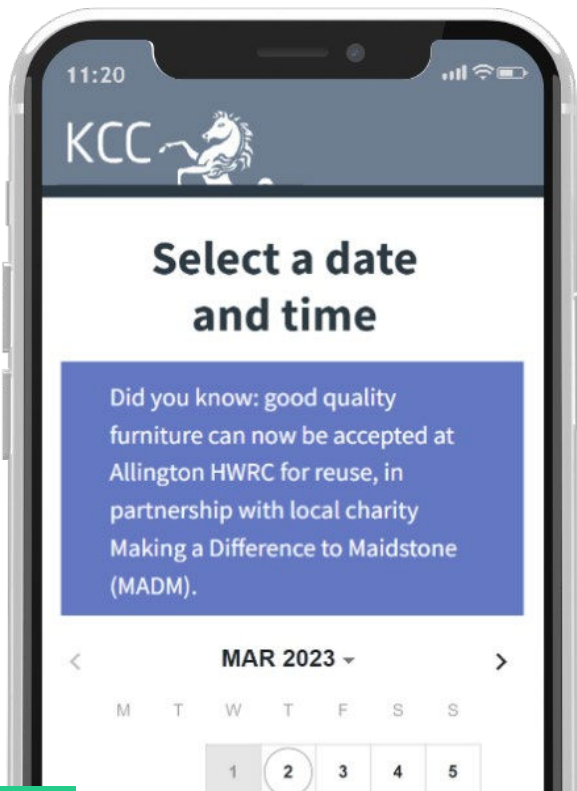
We've worked with stakeholders from over 70 Household Waste Recycling Centres (HWRCs) to co-create an award-nominated HWRC Booking System that delivers an average ROI of **600%** and over **£180,000** in annual savings.

### Stop misuse. Reduce tonnage. Cut costs.

With custom rules, limits, alerts, workflows, validators, lookups & blocklists, you can stop (or charge for) out-of-borough visits, trade waste & DIY waste.

### Increase your recycling rates.

By automating demand management, improving pre-visit comms, and providing a real-time view of the type of waste being brought to site, you can free up site staff, better educate visitors, and equip operatives with the tools (and time) they need to help visitors correctly segregate their waste.



### From finger in the air > data-driven.

Collect data on usage patterns, waste stream volumes & user demographics to optimise site operations, predict trends, adjust resource allocation, inform waste prevention strategies & plan future initiatives.

### Make short work of long queues.

Autonomously manage demand with AI-powered scheduling & resourcing, data-optimised slot allocations, same-day bookings, additional assistance flags & criteria-based pathway limiters.

## Product Overview (2).

### Easily manage visitors.

Automate vehicle access with integration to ANPR or manage visitors with our on-site check-in app — the choice is yours.

### Who. What. Where. When

See exactly what's going on across your network with visitor category alerts, vehicle of interest notifications, out-of-borough flags, high usage flags, banned list, real-time reports, a no-booking feature, and an industry-leading site management app.

### Monitor & control DIY waste disposal.

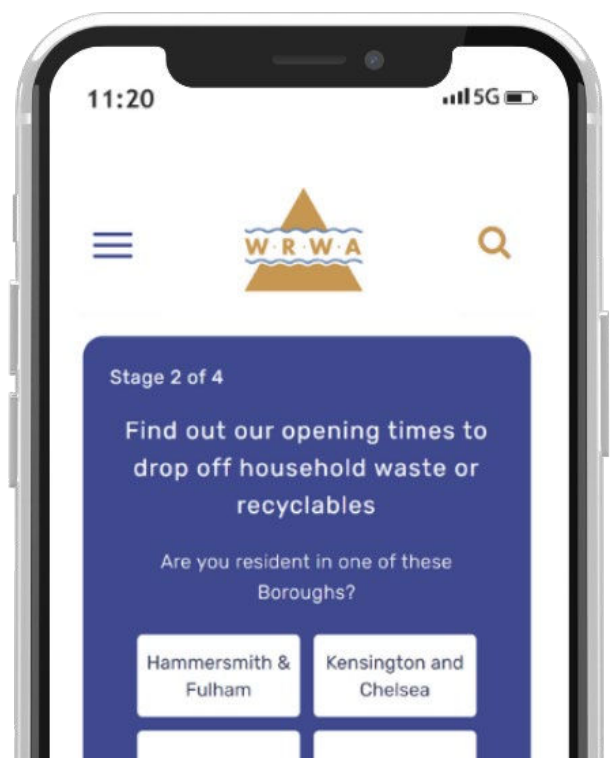
Set rules to limit residents to two 50L rubble sacks per week (or your chosen equivalent). Cap usage at four visits per month & provide staff with the tools they need to accurately monitor & record usage with our on-site check in app.

### Improve waste stream visibility

Get detailed reports on the frequency, amount & type of DIY waste disposed of per household. See top users by waste stream, wards, revenues & much more..

### Improve comms & reduce emissions.

Generate automated comms & web journey prompts informing users they have hit disposal limits to stop wasted journeys & reduce carbon emission outputs..



## Product Overview (3).

### Make it quick to tip.

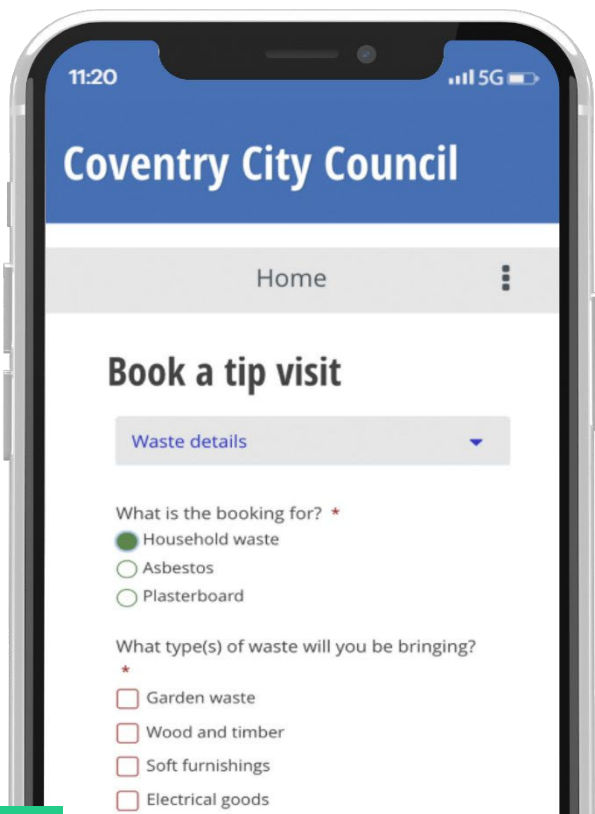
Meet the expectations of modern citizens with a 60-second booking process, same-day bookings, 24/7 self-service, multi-channel access & no queues.

### A best-in-class user experience.

With automated two-way comms channels, custom page banners, personalised prompts, an additional assistance function, MyAccount options & a UI developed using insights from over 20 million interactions, you can deliver an unrivalled user experience.

### Your site(s). Your rules,

Assign schedules, rules & resources on a site-by-site basis to increase the efficiency of your network & ensure a high availability of slots.



### Keep your citizens in the loop.

Shut your site(s) at short notice & quickly notify citizens with bulk cancellations & automated comms..

### Make it your own.

From white-label branding & personalised notifications to custom rules & processes — you'll get a HWRC booking system that works for you.

## Product Overview (4).

### **Accessible. Secure. Reliable**

Your HWRC booking system will meet the WCAG 2.2 AA, comply with ISO 27001 & have a guaranteed up-time of 99.95% or higher.

### **Comprehensive & cost-effective.**

You'll get all the core features you need to improve the citizen experience & increase site efficiency — at a price that reflects public sector budgets.

### **Go live in two weeks.**

We'll get you up and running in 14 days or less — without burdening your IT team.

### **Unrivaled connectivity.**

Connect your booking system with payment gateways, access systems, communication platforms, calendar tools, permit/license checkers & more to remove silos & automate your workflows.

### **Simplify & automate your admin.**

Easily manage a high volume of bookings & payments for multiple locations, waste streams & vehicle types in a single admin view.

### **Dynamic visit durations.**

Duration options will update dynamically based on the type/volume of vehicle/waste a user selects. This is to encourage users to visit less frequently but with more waste.

## Community Overview.

We're a trusted partner to some of the largest and most forward-thinking waste teams in the UK, including:

- Kent County Council
- Hampshire County Council
- West Sussex County Council
- Western Riverside Waste Authority
- East London Waste Authority & more

*A few of our Household Waste Recycling Centre partners:*



### 3 councils. 1 platform. £550,000 saved.

Using our market-leading GovBook | HWRC Booking Service:

- Kent County Council saves £150,000 per year
- Western Riverside Waste Authority saves over £200,000 per year
- West Sussex County Council saves £200,000 per year

### Find out more.

See pages 9 & 10 for more detailed case studies on our work with KCC & WRWA.

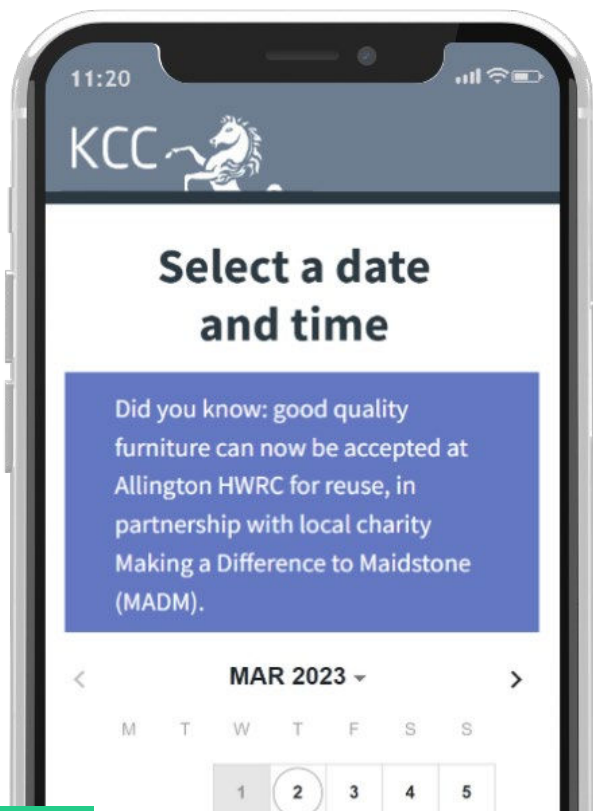
## Case Study: Kent County Council.

We've worked with Kent County Council to implement an award-nominated HWRC Booking Service that has:

1. Reduced service misuse with address lookup and out-of-county flags
2. Controlled usage with rules, booking limits, and AI-powered scheduling
3. Automated reporting on waste streams and site capacity
4. Improved access with 24/7 self-service and in-built guidance messaging
5. Improved the on-site experience & saved staff time through automation

### **£150,000 saved per year.**

These savings can be wholly attributed to the booking system and the resulting changes in how HWRCs are operated. Notable changes include a reduction in service misuse, fewer site visits, and an improvement in waste segregation.



### **5% increase in MRR.**

Monthly recycling rates have increased by 5% as staff have more time to help visitors and reduce waste contamination.

### **16kg per vehicle.**

On average, vehicles now bring an extra 16kg of waste per visit. This has resulted in fewer visits & less CO2 output.

[Read the full case study here.](#)

## Case Study: Western Riverside Waste Authority.

### £200,000 saved per year.

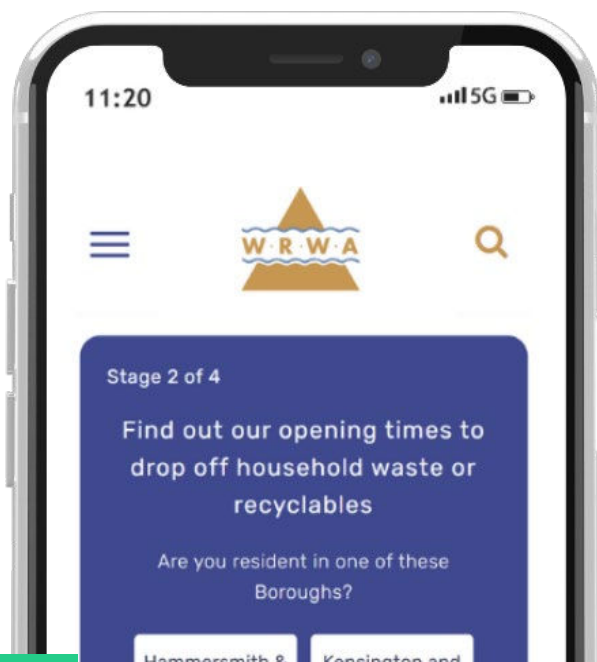
These savings can be wholly attributed to the booking system & the resulting changes in how the site is operated. Notable changes include a reduction in out-of-borough misuse, a 7% decrease in tonnage, improved resource/demand management & reduced material segregation costs.

### 9% recycling rate increase.

By automating demand management, improving comms, and providing staff with a real-time view of the type of waste being brought to the site, WRWA has freed up site staff, better-educated visitors, and equipped operatives with the tools (and time) they need to help visitors correctly segregate their waste.

### 97% reduction in queuing.

Before bookings, queues often tailed back over a quarter of mile at the Smugglers Way HWRC. Now, thanks to data-optimised slot allocations & intuitive booking rules, at least 97% of visitors do not need to queue before entering site



### 98% of users found it easy to book.

Same-day bookings, high slot availability & a quick & easy booking experience have led to 88% of users preferring the new site management approach.

### Other notable benefits include:

1. Improved data collection & reporting
2. Reduced environmental impact
3. Reduced service misuse &
4. Improved visitor experience

## Product Options.

### GovBook Silver | HWRC Booking Service:

Our Silver offering includes everything you need to reduce costs, stop misuse, improve recycling rates, eliminate queues and lessen your environmental impact.

### GovBook Gold | HWRC Booking Service:

Our Gold HWRC Booking Service includes all of the benefits mentioned above. Plus, it allows you to easily manage the recent change in DIY Waste legislation with custom rules and limits, automated comms and prompts, and a custom reporting module.

## SILVER



Along with our GDS-compliant user journey & industry-leading admin portal, you'll have access to:

- ✓ Address Lookup
- ✓ Booking Rules & Limiters
- ✓ CSV Reports
- ✓ Limit B-2-B bookings
- ✓ Mass Email Tool
- ✓ Out-of-County Flag
- ✓ Check-in App & much more

## GOLD



You'll have access to all of the features included in our Silver offering, plus:

- ✓ DIY Waste Module
- ✓ Additional Usage Allowances

## Product features.

We've worked with our community to create an award-nominated product used by 70+ HWRCs. The table below details some of the product's industry-leading features:

| Feature                              | Description  |
|--------------------------------------|--|
| DIY Waste Module (Gold License Only) | Better manage DIY waste with automated rules & limits around waste volumes, frequency of visits & waste size. Send automated comms to users that have exceeded limits, get detailed usage reports & enable staff to report & give feedback on waste types with an enhanced on-site check-in app. |
| Address Lookup                       | Ability to look up & select an available address provided by the Ordnance Survey API.  |
| Booking Limiter                      | Limit service misuse with booking rules that restrict access to your sites based on the number of bookings made, vehicle registration, email address, postcode, vehicle type & more.   |
| Out-of-County Flags                  | Ability to notify the user if their selected address is out-of-county with guidance messaging & email notifications.   |
| Page Banners                         | A customisable notification banner displayed at the top of each page of the booking journey to highlight any relevant information about the service and/or location.   |
| B-2-B Bookings                       | Ability to stop users making back-to-back bookings.  |

## Product features 2.

Product features continued.

| Feature                       | Description   |
|-------------------------------|---|
| Mass Email Notification Panel | Ability to send all users who have a booking on a specific date an ad-hoc email notification (e.g., that the site is closed today).   |
| Scheduled Reports             | Ability to send & access custom CSV reports on customer/booking data to admin email addresses as per a daily schedule.  |
| Locations                     | Ability to manage multiple locations. Additional locations can be added for an extra cost.  |
| Volumes                       | Ability to manage up to 500k/1m bookings (Silver/Gold) per annum. Additional capacity can be added for an extra cost.   |
| Notifications                 | Automated emails & texts can be sent to citizens to confirm or remind them of a booking. The content of each notification is customisable & can include an embedded link to cancel or amend the booking.  |
| AI-powered scheduling Engine  | Our AI-powered scheduling engine manages the availability of slots, resources & services to ensure all bookings are made effectively. Flexible and comprehensive booking rules enable users to control elements such as the booking timeframe, cancellation timeframe & max bookings within a simple interface. |

## Product features 3.

| Feature             | Description   |
|---------------------|---|
| Check-In App        | Tablet-ready check-in app that streamlines the on-site arrival process. Check-in statuses can include: arrived, no show, arrived and paid, rejected.  |
| Assistance Flag     | Ability for users to select if they require assistance when they visit. This is then flagged on the check-in app so that site staff are aware & can prepare accordingly.  |
| No Booking Feature  | Ability to capture & report on visitors who didn't have a booking. Vehicle registrations are captured via the check-in app, & a report can be downloaded from the back-office.  |
| Visitor Alerts      | Capture vehicle registrations under different alert statuses & either notify users they are banned from making a booking or notify an admin of an alerted vehicle to inspect on site. Alert statuses include observe, alert, banned, ID check, waste check. |
| Vehicle of Interest | Ability to capture 'vehicles of interest' on the system and notify admins by email if they make a booking at any of their sites.  |
| Dynamic Durations   | Dynamic appointment durations can be implemented to autonomously optimise slot allocations for various types of vehicles, such as vans and trailers, or for visitors transporting large volumes of waste to your site.                                      |

## Product Add-ons & Integrations.

| Feature                       | Description   |
|-------------------------------|---|
| Google Translate              | Ability to translate the entire booking journey using the Google Translate integration. (customer to provide Google Translate API).   |
| Registration & Permit Checker | You'll have the ability to check for valid permits & vehicle registrations in a 3rd party database to allow residents to make a booking.  |
| ANPR Integration              | Ability to push booked vehicle registrations to an ANPR system to automate the arrival & access process.  |
| ANPR Tables                   | Capture vehicle registrations under different statuses & either notify users they are banned from making a booking or notify an admin of an alerted vehicle to inspect on site. |
| Gov.Notify                    | Send email and SMS notifications via your GOV. Notify account.  |
| Custom Check-In Statuses      | Ability to check-in bookings with different custom statuses that are unique to your service.  |
| Data Service                  | Ability to connect to your preferred BI tool i.e., power BI.  |

## Product Add-ons & Integrations Continued.

Product add-ons & integrations (not included as standard).

| Feature                           | Description   |
|-----------------------------------|---|
| DLVA Connector                    | Our DVLA Connector delivers seamless integration to allow for vehicle registration checks within the booking journey.   |
| Analytics +                       | An enhanced level of reporting provided by JRNI's in-product business intelligence tool.  |
| SMS (JRNI)                        | Send SMS messages directly from the system via Twilio.  |
| Usage Add-ons                     | This add-on enables organisations to scale booking volumes & the number of bookable locations (if necessary).   |
| Payments                          | Our payment connector app enables services to take online payments for chargeable waste streams & out-of-county bookings via your preferred payment gateway.  |
| bookinglab days<br>(x5, x10, x15) | bookinglab days provide call-off days to enable further system integration, training, configuration and development. Bookinglab days are priced using the SFIA rate card & discounts are provided for bulk purchases. |

# 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:

1. Ticket Support Helpdesk
2. Your dedicated Account Manager
3. Our User Manual
4. Our Community Forum

|   |   |
|---|---|
| <div style="background-color: #808080; color: white; padding: 10px; text-align: center; border-radius: 10px 10px 0 0;"> <h2 style="margin: 0;">Support</h2> </div> <div style="text-align: center; margin: 10px 0;">  </div> <p>Included with product:</p> <ul style="list-style-type: none"> <li>✓ 20 hours of support</li> <li>✓ Dedicated Zendesk account</li> <li>✓ 12 months support</li> <li>✓ Dedicated Account Manager</li> </ul> <p><small>*Annual subscription. Support can be purchased separately to the core product.</small></p> | <div style="background-color: #e6c000; color: white; padding: 10px; text-align: center; border-radius: 10px 10px 0 0;"> <h2 style="margin: 0;">Support +</h2> </div> <div style="text-align: center; margin: 10px 0;">  </div> <p>Additional support can be purchased, this includes:</p> <ul style="list-style-type: none"> <li>✓ X hours of extra support</li> <li>✓ Dedicated Zendesk account</li> <li>✓ 12 months support</li> <li>✓ Dedicated Account Manager</li> </ul> <p><small>*Annual subscription. See price list for more details.</small></p> |
|---|---|

# Hosting, Security & Accessibility.

## Hosting:

bookinglab has a number of hosting options. JRNI operates a dedicated multi-tenant platform for public sector use. This platform has been designed to work effectively and securely and be deployed quickly. Its flexibility means it can meet the very specific needs of different use cases. Each department is given its own dedicated portal and database engines in a shared set of application servers. This means a single department can adopt JRNI quickly and cost effectively.

The application servers are security hardened and are used only for UK public sector organisations, meaning all data protection and GDPR requirements have been implemented and considered.

## Open Architecture:

JRNI is a flexible platform providing extensive APIs for further integration and development. All data is completely exportable and transferable. JRNI does not believe in lock-ins or proprietary gates that prevent your access to data.

## Accessibility & Security:

Our solutions comply with the following regulations & standards: The Data Protection Act (1998), Cyber Essentials Plus, GDPR, ISO27001, ISO 27017, ISO 27018, NHS IGT/N3, PCI DSS, and WCAG 2.2 AA. We host our data in AWS and encrypt it with the AES 256 encryption algorithm to ensure maximum security.

## Security Principles.

We are compliant with the 14 principles of cloud security listed below:

| Area / Question                                 | Description  |
|---|--|
| Principle 1:<br>Data in transit protection      | All customer data is encrypted both at rest and in transit with frequent back-ups. These back-ups are regularly tested to ensure the availability of your data. bookinglab processes all data in transit under TLS (1.2 at a min) or SSH (AES256) encryption over HTTPS. |
| Principle 2:<br>Asset protection and resilience | bookinglab has highly resilient systems and processes. The company preserves equipment redundancy for all critical devices and hardware, and practices asset management in line with ISO27001 and Cyber Essentials Plus.   |
| Principle 3:<br>Separation between customers    | A malicious or compromised user cannot affect the service. bookinglab ensures a logical separation is maintained. All data is segregated into per-customer databases.  |
| Principle 4:<br>Governance framework            | bookinglab has Security Governance covered by its Information Security Policy.   |

## Security Principles Continued.

Cloud security principles continued:

| Area / Question                       | Description   |
|---------------------------------------|---|
| Principle 5:<br>Operational security  | bookinglab operates in compliance with its ISO 27001 accreditation.   |
| Principle 6:<br>Personnel security    | bookinglab applies standard background security checks on all employees. Additional levels of screening for more senior and higher access roles include credit checks, director background checks and criminal record checks.   |
| Principle 7:<br>Secure development    | bookinglab has a Software Development Lifecycle policy in place that defines coding standards and uses a branched development methodology. All development is done in isolation on local development computers before it is submitted for peer review.  |
| Principle 8:<br>Supply chain security | bookinglab assess all third-party providers and periodically update these assessments. Any providers whose services are above the bookinglab third Party threat appetite are assessed to a deeper level, either via inspection of their certifications or via a third-party assessment questionnaire. |

## Security Principles Continued.

Cloud security principles continued:

| Area / Question  | Description  |
|--|--|
| <p>Principle 9:<br/>Secure user management</p>         | <p>bookinglab has the following in place to prevent unauthorised access: 2 factor authentication, identity federation with existing provider (Azure AD), limited access network (for example PSN), and username or password.</p> |
| <p>Principle 10:<br/>Identity and authentication</p>   | <p>bookinglab maintains a well-defined Access Control Policy that is in line with security standards and reviewed at least once annually.</p>  |
| <p>Principle 11:<br/>External interface protection</p> | <p>bookinglab operates in compliance with its Cyber Essentials Plus certification. External and less trusted interfaces are appropriately defended.</p>  |
| <p>Principle 12:<br/>Secure service administration</p> | <p>Servers are built and attached to configuration management systems before being tested and permitted to access data or the internet.</p>  |

## Security Principles Continued.

Cloud security principles continued:


| Area / Question                                    | Description   |
|--|---|
| Principle 13:<br>Audit information<br>and alerting | Our booking services have capability to audit trail all actions on systems and processes, users and other system entities. Logs are monitored with real-time IDS for red-flag events. |
| Principle 14:<br>Secure use of<br>the service      | Our booking services are hosted by Amazon Web Services (AWS). Their data centres provide a secure private cloud offering.   |



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