



GovBook | Short Breaks Digital Service.

Product Overview Pack

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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 and accelerate change across local government, central government, and healthcare.

Our experience.

With our industry-leading GovBook automation platform, we've facilitated over 20 million citizen interactions and helped over 100 public sector departments improve the citizen experience, reduce costs, and increase operational efficiency.

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](#).

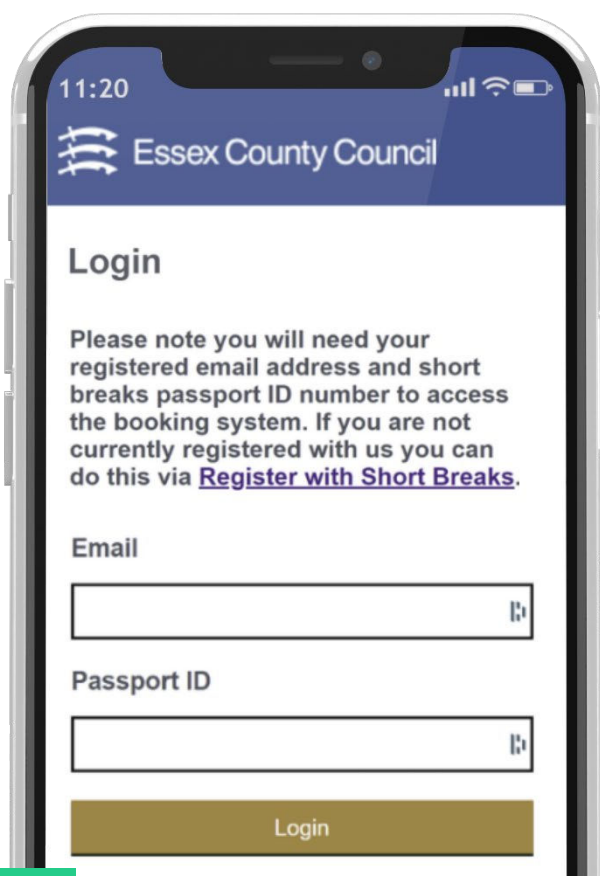
Product Overview.

We've partnered with some of the UK's largest and most progressive councils to develop an innovative, all-in-one Short Breaks Digital Service that:

- Streamlines registration workflows, automates admin, and reduces failure demand.
- Enhances visibility with consolidated reports, real-time records, and audit trails
- Delivers a 24/7 self-service experience with My Account functionality, automated communications, and personalised guidance messaging.

A centralised local offer platform.

Approve and review registrations, access real-time parent/child information, edit service details, and manage accommodation bookings, activities, resources, comms vouchers, max cards, provider relations, and reporting — all from a single platform.



Simplify your eligibility workflows.

Effortlessly manage access and minimise errors with automated or approval-based registration workflows and eligibility-based pathway limiters.

Save your staff time.

Autonomously manage your provision with customisable booking rules and workflows. Effortlessly create service profiles, activities, resources, notification templates, reports, and dynamic pricing structures tailored for parental contributions.

Product Overview (2).

You're in control.

Take control of your service with reservation holds for complex bookings, easy-to-configure services, custom rules and messaging, dynamic pricing, audit trails, multi-level access permissions, and more.

Better understand your service.

Improve service visibility with up-to-date parent and child records, audit trails, and a consolidated reporting suite that brings together data from across your service.

Deliver a best-in-class user experience.

Increase first-time resolution rates, reduce unnecessary contact, and deliver 24/7 self-service with user-centric features that ensure a quick and easy-to-navigate experience that guides families step-by-step.

Make it easy to self-serve.

Families can easily register, book, and pay for clubs, activities, overnight stays, and vouchers thanks to eligibility-based pathway limiters, guidance messaging, in-app search, informative service descriptions, and more.

A one-stop-shop for families.

MyAccount functionality lets users book, amend, or pay for multiple services at once. Families can also contact providers, view past/upcoming bookings, and update their info in real-time to avoid repeated storytelling.

11:20

Essex County Council

Welcome Sarah

Login > Activities > Activity Details > Booking Details > Summary >

Booking Details

Please complete the details below

Registered parent or carer details

First Name *
Sarah

Last Name *
Grey

Email Address *
sarahstestgrey@gmail.com

Contact Number
7776555444

Please select your registered child for the activity
Alice Grey (REF000001)
1 bookings remaining

Product Overview (3).

Keep families in the loop.

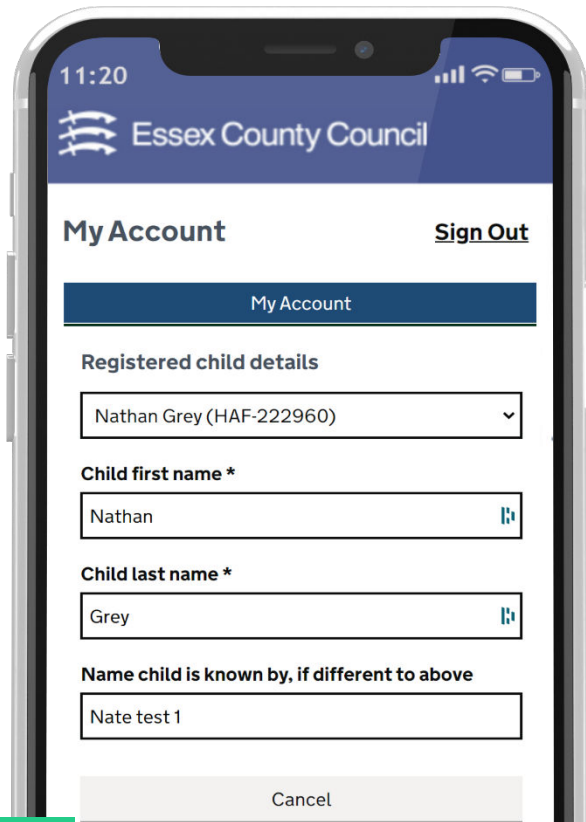
Keep families in the loop with automated notifications for confirmations, reminders, access information, payment plans, additional services, feedback surveys, and more.

Ensure fair access for everyone.

Empower users to book and pay for services how, when and where they feel comfortable by integrating your in-person, virtual, and over-the-phone channels.

A stress-free experience for providers.

Providers can log in to centralised, access-controlled areas to manage bookings, edit service details, communicate with families, access health and safety information, pull reports, and take payments. They can also set up accounts and book for users who can't access the system.



GDS styling.

Improve the usability of your service with an industry-leading short breaks booking system built on the Government Digital Service Design Principles.

Accessible. Secure. Reliable.

Your booking system will adhere to WCAG 2.2 AA standards and comply with ISO 27001, GDPR, and other relevant regulations. You'll also benefit from a guaranteed up-time of 99.95% or higher.

Product Overview (4).

Use data to improve delivery.

You'll have all the data and tools you need to improve the user experience, increase operational efficiency, and reduce the cost to serve.

Multiple payment options.

Ensure fair access to your short breaks services with payment plans, deposit options, dynamic pricing, and multiple payment options.

Consolidate your systems.

Break down silos, cut costs, reduce confusion, and improve visibility with one digital platform for managing all your short breaks-related services.

Unrivaled connectivity.

Connect your short breaks booking system with payment gateways, digital experience platforms, notification services, and more.

Built with councils, for councils.

We've partnered with our local government community to develop a centralised local offer platform that streamlines systems, breaks down silos, and enhances service efficiency — all at a cost tailored to fit public sector budgets.

Everything you need. In one place.

From eligibility workflows and booking management to stakeholder engagement and reporting — you'll have the tools you need to manage short breaks effectively.

Product features.

Feature	Description
Centralised Local Offer Platform	Manage registrations, bookings, payments, reporting & comms for clubs & activities, overnight stays, max cards, ticket discounts, payments & reporting in a centralised admin portal.
Registration Workflow (GDS-compliant)	Before booking, users can be prompted to register for the service. If an existing ID is provided, these registrations will be automatically approved. If not, a member of staff can review & action the request in the admin portal.
My Account	Users can create an account to view & amend upcoming bookings & add/edit personal information. This allows for end-to-end self-service, meaning that families won't have to repeatedly tell their story.
Eligibility Workflows	Users only see services they are eligible for based on the information supplied during the registration process.
Provider Access	Access-controlled areas where providers can view & manage bookings. They can also set up accounts & book on behalf of users who can't access the system.
Limit Bookings	You can limit users from making further bookings based on various rules & criteria.

Product features.

Product features continued.

Feature	Description
Reservation Holds & Payment Links	Users can request to book certain services that require additional planning to ensure safety/suitability. Once the booking has been approved by staff, users will receive booking confirmation with a secure & unique payment link to complete the booking.
Connect To External Provider Accounts	Connect to a provider's payment platform to enable them to take payment for parental contributions.
Login/Registration	Citizens can easily log into the service with an email and password or passport ID.
Multi-services	Citizens can book multiple services at once. For example, booking a caravan and then booking a beach hut for the day.
Dynamic Pricing	You can apply different prices to services at different times of the year (e.g., school term prices, school holiday prices & bank holiday prices).

Product features.

Product features continued.

Feature	Description
Configurable Messaging & Flags	You can configure guidance messaging, signposting & terms/conditions to be displayed across the booking journey.
Configurable Resources	You can configure resources (e.g., caravans and beach huts) with location maps, video links, size and type, key codes, and Google coordinates.
Online Payments	Users can pay for bookings within the platform via Capita 360, Civica, HeyCentric, Stripe & WorldPay.
Deposit Payments	Families can pay a deposit to reserve their booking.
Outstanding Payments	Families can easily pay any outstanding balances in the My Account Portal or via a secure payment link.
Analytics Module	Collect and visualise actionable operational data with configurable dashboards & customisable CSV reports.

Product features.

Product features continued.

Feature	Description
Notifications	Automated Email and SMS notifications can be sent to families to confirm and remind them of a booking. The content of each notification is customisable and can include an embedded link to cancel or amend the booking.
Follow-up Surveys	Templated follow-up surveys can be used as a baseline for survey creation. The templates support multiple question types and answers to enable flexibility in attendee responses. Questions can be edited, added or deleted from the templates.
Service Profiles	Each service can have its own service profile, including a service calendar, service details, upcoming bookings, performance reporting & more.
Availability Reports	Generate real-time CSV reports that help you monitor resource availability across multiple locations and activities.

Product options.

To meet the diverse needs of local authorities, we offer various product options: the full digital service, overnight stays only, clubs and activities only, and our registration workflow, which you can add to any service. For transparency, here's a breakdown of each option:

License	Description	Term	Subscription Pricing
Short Breaks Digital Service	<p>An end-to-end digital service for the short breaks use case that includes:</p> <ol style="list-style-type: none"> 1. An enhanced registration workflow 2. Clubs & activities bookings 3. Day & overnight stays bookings 4. Ticket/max card allocations 5. 20 hours of support 6. A single-use case license 	12 months	£40,000
Day & Overnight Stays Bookings Service	<p>You can also purchase individual components of the digital service. This offering includes access to a purpose-built overnight stays booking platform, a standard registration workflow, 20 hours of support & a single use case license.</p>	12 months	£15,000

Product options (2).

License	Description	Term	Subscription Pricing
Clubs & Activities Bookings	You can also purchase individual components of the digital service. This offering includes access to a purpose-built clubs & activities booking platform, a standard registration workflow, 20 hours of support & a single use case license.	12 months	£15,000
Complex Registration Workflow	Access to a complex registration & eligibility workflow to be completed (if required) before booking.	12 months	£10,000

Additional add-ons & services are also available. See the next page for more details.

Product Add-ons & Integrations.

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

Feature	Description
Single Sign-On	Allow users to book/manage appointments without logging in again with Single Sign-On (SSO) support.
Payments	Integration to your chosen payment gateway (if your preferred payment gateway isn't included as standard).
Forms Connector	Integrate your existing forms product with bookings.
Google Translate	Ability to translate the entire booking journey using Google Translate (customer to provide Google Translate API).
bookinglab days (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.
SMS (JRNI)	SMS messages can be sent from within the platform via Twilio.
.Gov Notify	Send SMS/Email notifications from within the platform using your Gov.Notify account.

Early Case Study: Essex County Council (ECC).

We've worked with ECC to develop an end-to-end Short Breaks Digital Service that consolidates their entire provision by:

- Streamlining registration workflows, automating admin and reducing failure demand
- Improving reporting and increasing visibility with audit trails
- Improving the UX with 24/7 self-service, multi-channel access and automated comms
- Improving access with a simple end-to-end experience & My Account functionality

79% reduction.

Essex County Council saw a 79% reduction in emails from customers upon go-live due to an improved user experience and a seamless integration between back-office systems.

520 hours+.

Previously, commissioners spent over 520 hours helping users with registration and booking. The short breaks digital service eliminates this need, saving significant time and boosting efficiency.

2%.

The council has seen a 2% increase in uptake for its caravans & beach hut service since rolling out booking tech.

[Read the \(early\) case study here.](#)

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;"> <h3>Support</h3> </div> <div style="text-align: center; margin: 10px 0;">  </div> <p>Included with product:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 20 hours of support <input checked="" type="checkbox"/> Dedicated Zendesk account <input checked="" type="checkbox"/> 12 months support <input checked="" type="checkbox"/> Dedicated Account Manager <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;"> <h3>Support +</h3> </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"> <input checked="" type="checkbox"/> X hours of extra support <input checked="" type="checkbox"/> Dedicated Zendesk account <input checked="" type="checkbox"/> 12 months support <input checked="" type="checkbox"/> Dedicated Account Manager <p><small>*Annual subscription. See price list for more details.</small></p>
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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.

Platform & Onboarding Services:

1. We configure your platform based on your requirements
2. We deploy your online booking service using the following methods: *a)* we deploy one of our purpose-built products, or *b)* we deploy a tailored booking service using our GovBook tech stack
3. Booking journey(s) Live
4. Your customers browse to the webpage and start using the service
5. Your customers benefit from an intuitive, mobile accessible booking service
6. Your staff benefit from a highly efficient allocation service

How We Work Continued.

The below table details a breakdown of how we (typically) work:

Item	In scope & assumption
Scope & Discovery	<ol style="list-style-type: none"> 1. Workshop session to gather requirements 2. Produce a SoW including wireframes & technical spec 3. Show & tell of the proposed solution 4. Sign off & agreement from key stakeholders
Delivery	<ol style="list-style-type: none"> 1. Project plan detailing milestones & deliverables 2. User Acceptance Testing plan 3. Training plan 4. Allocate resources & setup system tools 5. Development delivered as per agreed release cycles
Testing	<ol style="list-style-type: none"> 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 & Support	<ol style="list-style-type: none"> 1. Go-live & training 2. Documentation produced 3. Initiate support & Service Level Agreement 4. IT Audit & Quality Assurance review

Service Level Agreement.

Service Level Agreement 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 table 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 times:

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 times:

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 Continued.

Service Level Agreement continued:

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

Priority Level	Response Time	Time To Update	Resolution Time
P1	4 support hours	1 business day	Basic Fix 1 business Day, Code Change 10 business days
P2	1 business day	2 business days	To be agreed between the Customer and bookinglab on a case-by-case basis
P3	1 business day	Upon request	To be agreed between the Customer and bookinglab on a case-by-case basis
P4	1 business day	Upon request	To be agreed between the Customer and bookinglab on a case-by-case basis

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: 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: 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: 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: Governance framework	bookinglab has Security Governance covered by its Information Security Policy.

Security Principles Continued.

Cloud security principles continued:

Area / Question	Description
Principle 5: Operational security	bookinglab operates in compliance with its ISO 27001 accreditation.
Principle 6: 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: 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: 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: 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: 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: 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: 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: Audit information 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: Secure use of 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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