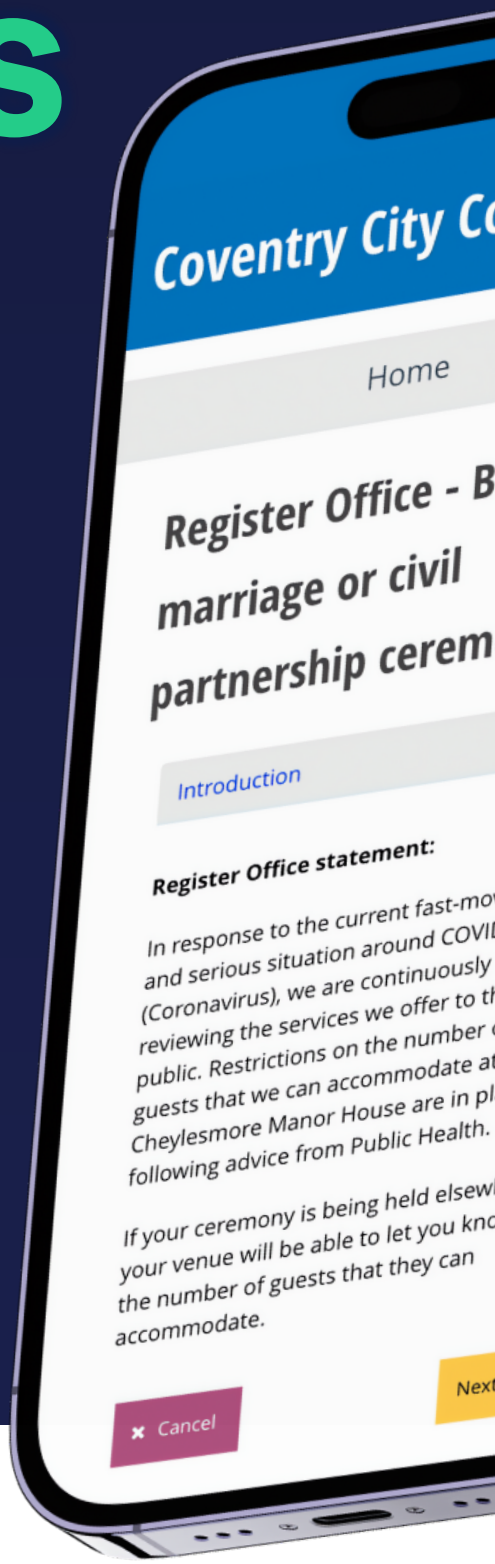
REGISTRARS & CEREMONIES BOOKING SYSTEM.



Product Pack
Updated 2026.

bookinglab

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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Registration services: the story so far.

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

The Royal Borough of Kensington and Chelsea
Norfolk County Council
Solihull Metropolitan Borough Council
Essex County Council
City of Westminster
Gloucestershire County Council

+ many other pioneering local authorities.

Crown Commercial Service *Supplier*

01 The initial digitalisation

In the early 2000s, legacy suppliers took the first steps towards digitalising the registration booking process, introducing basic online functionality and becoming the default choice for many authorities.

02 The period of stagnation

After an initial boom, innovation slowed and new functionality stalled. Legacy systems stopped evolving, leaving both staff and users with tools that no longer meet modern needs.

03 The need for disruption

As the landscape shifts, councils increasingly look for smarter tech and streamlined processes to keep up with rising demand, changing user expectations, and growing cost pressures.

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 the highest level of verified cybersecurity protection.

04 We began our problem analysis

At this point, We partnered with early adopter councils of all sizes to understand the shortcomings of legacy tech—shaping a system that delivers genuine value and future-proofs registration services.

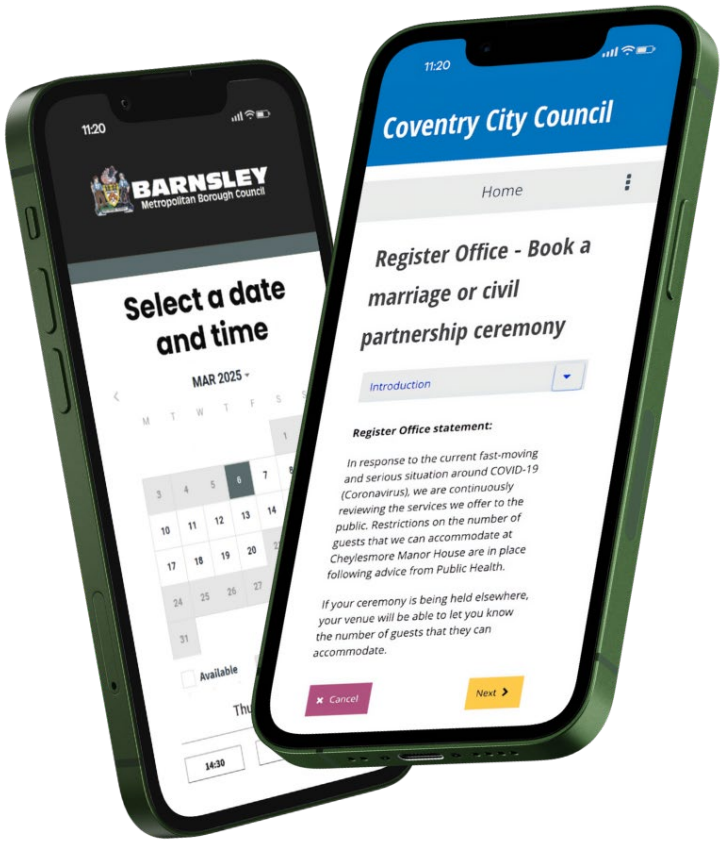
05 Roll out starts and scales

We turned that feedback into action, rolling out the system to councils across the UK. Strong early results drove rapid adoption and widespread uptake.

06 Ongoing feedback and development

As our user community grows, we continuously gather feedback to shape our roadmap—keeping the system laser-focused on real-world challenges, with innovation at its core.

Platform Overview.



In partnership with some of the UK's most forward-thinking Registrar teams, we've built a product that's transforming how registration services are accessed and managed.

Powerful automation, full flexibility, and a best-in-class user experience, designed to overcome the limitations of legacy systems. Built for the next generation of registration services. Platform modules include:

Statutory Appointments

All the tools you need to deliver faster, smarter, simpler appointments, regardless of complexity.

Ceremony Management

Everything you need to create standout experiences and reduce workload. Be part of a new era for public sector ceremonies.

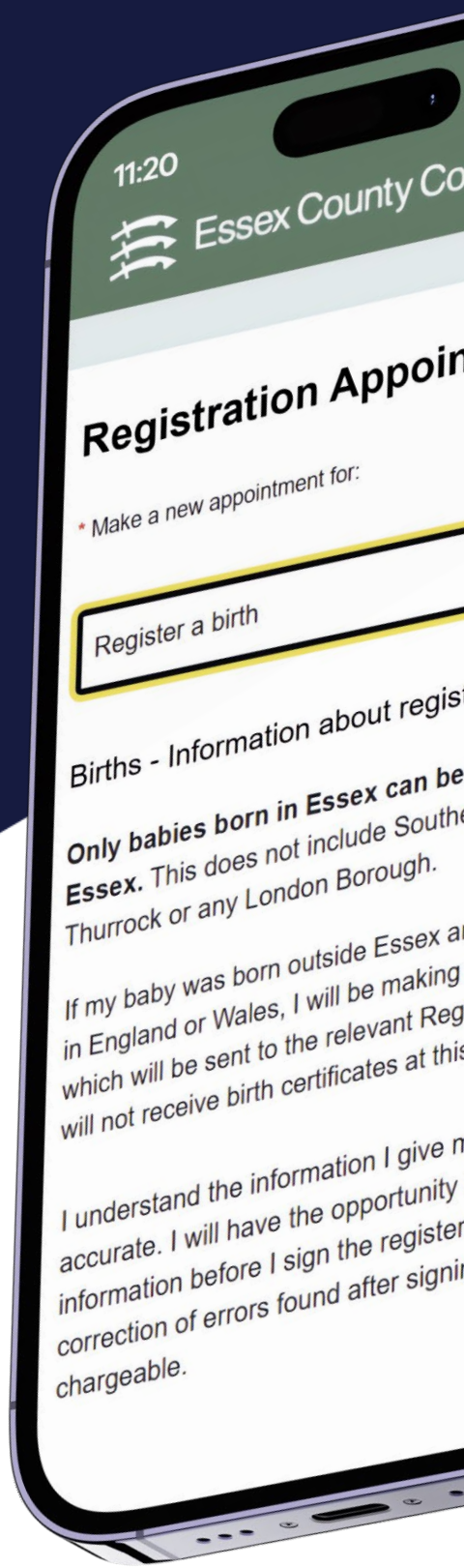
Supporting Tools

Citizenship management. Certificate management. Staff rostering. CRM. And more. Everything you need, built in.

Reporting

All the data you need. One clear view. Visualise, filter, and export custom data to stay GRO-compliant and prove your impact.

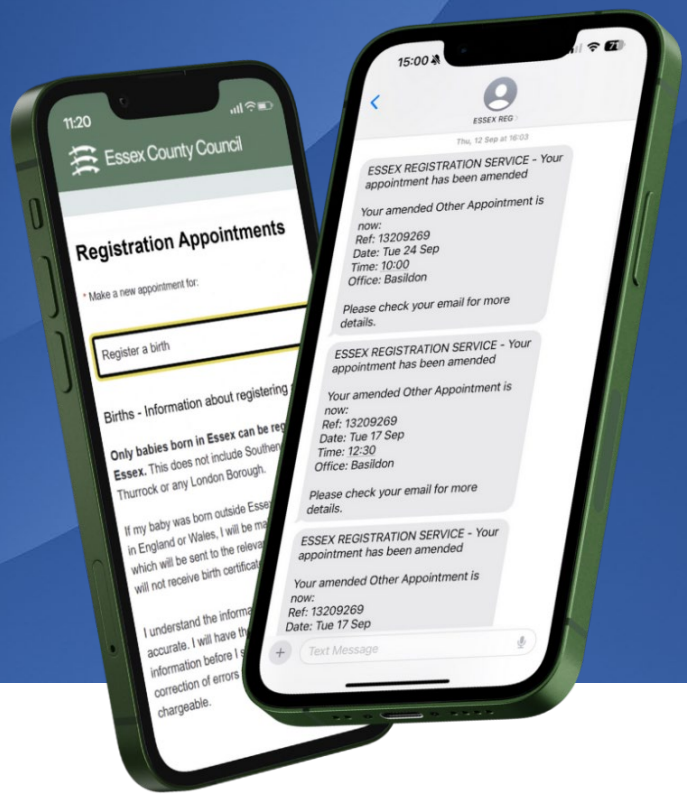
The Future of Statutory Appointments.



> “The bookinglab system is complex and technically sophisticated, but it’s so easy for users to operate.”

Janine Southgate
Head of Statutory & Regulated Services
Essex County Council

Product Overview: Statutory Appointments.



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.

Complex workflows, tailored to you

Any rule. Any process. Any appointment type. Our industry-leading engine handles it. Stay compliant, meet local priorities, and manage complexity effortlessly.

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.

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.

Product Overview.

AI-powered scheduling

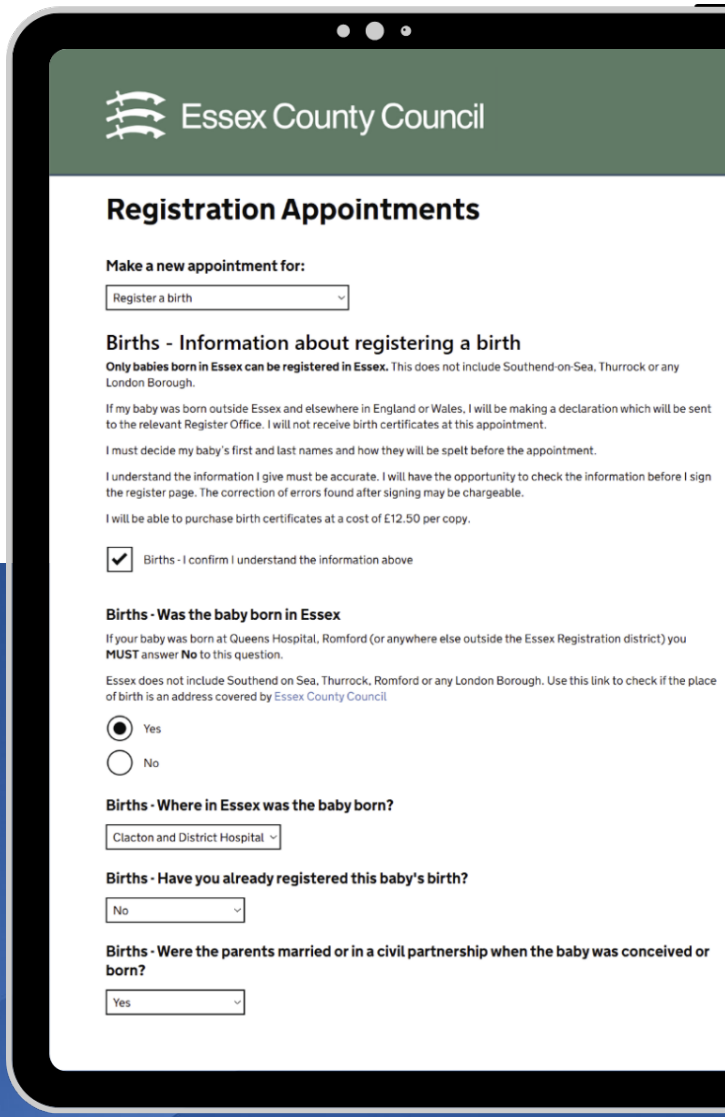
An intelligent engine that auto-optimises durations, allocations, and resourcing, using your process maps and service rules to maximise availability and reduce admin.

Powerful admin tools

Bookings. Payments. Certificates. All in one place. Upload documents, send notifications, and check customers in with ease. Smart search, colour-coded diaries, audit trails, call centre workflows, and editable fields keep admin effortless. Configure services, calendars, resources, schedules, and reports in just a few clicks.

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.

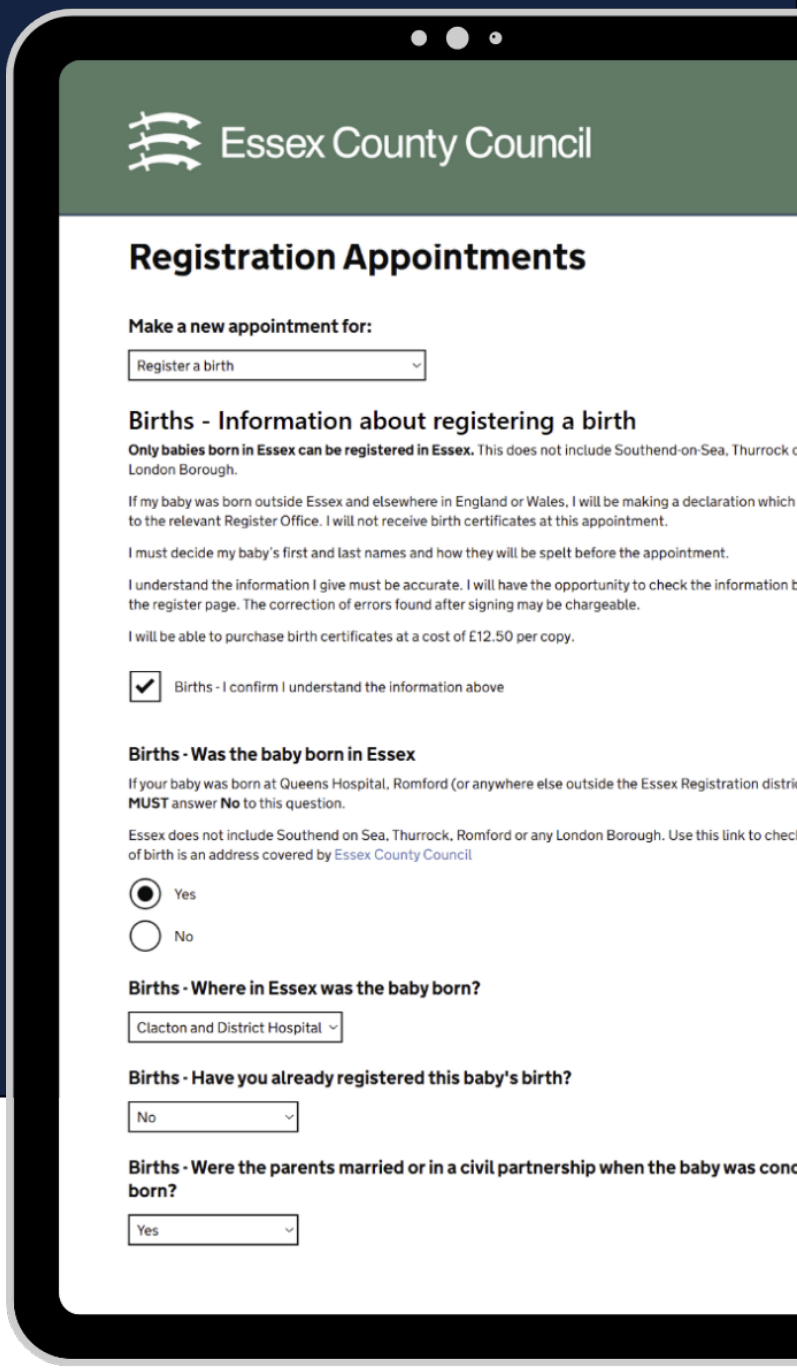


All your data. One clear view.

Stop digging through spreadsheets. Live dashboards track performance, demand, and capacity your way. Filter, export, and visualise custom data to stay GRO-compliant and show your impact.

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.

Stress-free certificate management

Complex fees? Covered. Reconciliation? Automated. Prioritisation, notifications, and audit trails? Built in. Simplify certificate ordering, tracking, and fulfilment. Reclaim your time.

Seamless from start to finish

Communicate pre-and post-appointment. Display notices on in-office screens with quick GRO uploads. Let residents check in via an intuitive mobile app. Seamless self-service.

Next Generation Ceremony Management.

> “This solution will set a new standard for ceremony management, featuring seamless booking, e-commerce, business intelligence, event diary management, and registrar case and task management capabilities.”

Chad Duggan
Chief Executive Officer
bookinglab

Product Overview: Ceremonies.

~~Private~~ Public Sector experience

Beautifully designed. Intelligently built. Seamlessly connected. Combine responsive booking journeys, personalised e-commerce, instant messaging, and intuitive self-service tools to make experience your differentiator.

A registrar's best friend

Book, cancel, and amend ceremonies. View attachments, notifications, and real-time messages. Manage payments, choices, and certificates. Check in customers, update details, and track colour-coded bookings with live status. Built-in checklists and guided workflows keep tasks moving.

Intelligent ceremony management

No workarounds. No time-consuming fixes. Automation handles fees, payments, scheduling, comms, resourcing, task allocation, and reporting. Everything simplified in one easy-to-use platform.

Quick and easy finance management

Complex fees? Handled. Dynamic pricing? Built in. Payments? Automated. Simplify finance admin with automated reconciliation, reminders, and audit trails, while keeping full manual control.

Product Options.

An app built for ceremony officers

Ceremony details. Customer info. Documents. Preferences. All the info you need on the day, right at your fingertips.

Their own digital wedding planner

Planning can be stressful. Keep couples in the loop with reminders, personalised FAQs, tailored guidance, real-time messaging, and interactive checklists, all within one intuitive portal.

True business intelligence

Real-time insight into every part of your service. From finances and operations to customer behaviour and demand. Make data-led decisions that grow revenue and improve performance.

Work your way

An intelligent engine matches registrars to bookings by skills, availability, and service rules. Want more control? Find and assign ceremony bookings manually in just three clicks.

SEE THE MARKET-LEADING REGISTRARS BOOKING SYSTEM IN ACTION.

Product Features.

Below is a snapshot of key product features, not an exhaustive list. The platform evolves continuously, shaped by user feedback. Book a no-strings demo to explore the latest updates in action.

	bookinglab	In-house	Competitors
Custom Rules, Limits, Workflows, and Statuses	✓	×	Limited
Complex Fee and Payment Management	✓	×	Limited
Staff Rostering and Task Management	✓	×	Limited
Flexible Booking Journeys (Appts. and Ceremonies)	✓	✓	✓
Ceremony Officer App	✓	×	×
My Ceremony Portal (Customer Self-Service)	✓	×	Limited
Powerful Admin Suite (Appts. and Ceremonies)	✓	Limited	Limited
AI-Powered Scheduling and Resourcing	✓	×	×
Full External and Internal Communication Suite	✓	×	Limited
Advanced Certificate Management	✓	×	✓
End-To-End Citizenship Management	✓	×	✓
E-Commerce Ceremony Add-Ons	✓	×	Limited
Full Reporting Suite and Data Transfer Service	✓	×	Limited
Booking Check-In With Live Status Updates	✓	×	Limited
Compliant CRM Tools	✓	×	×
Full service control With Simple Config Tools	✓	✓	Limited
Role-Based Access Control and SSO	✓	✓	✓
Intuitive Diary Management	✓	Limited	Limited
Regular (User-Led) Development Cycles	✓	×	×

Product Integrations.

Below is a snapshot of potential integrations, not an exhaustive list. Book a no-strings demo to see the latest integrations shaped by user feedback.

HeyCentric™ (Example)

Payment Integrations

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

GOV.UK (Example)

Notifications

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

Microsoft

Microsoft Enterprise Apps

Seamless integration with Microsoft Azure for SSO (included), Microsoft Teams for internal communications, Outlook for enhanced visibility, and more.

UNIT4 ERP X (Example)

Finance Systems

Seamless integration with your chosen finance management systems supports accurate billing, reconciliation, and reporting.

Microsoft Dynamics 365 (Example)

CRM

Connect your existing CRM to maintain a single, up-to-date view of customer data across systems. Note: the system already includes basic CRM tools.

bookinglab

Custom Integration

Don't see what you're after? Reach out and we'll help tailor the platform to your integration requirements using our open APIs.

What makes this the market-leading Registrars Booking System?

Advanced tech

Other systems rely on workarounds and miss chances to optimise. Ours handles complexity with streamlined workflows, optimisation tools, built-in compliance, flexible overrides, and so much more.

Feature-rich

Most systems stop at the basics. Ours goes further with rule-based allocations, workforce and inventory management, a complete communication suite, deep links, role-based apps, self-service portals, and more.

Adaptable

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

Built with you

Your feedback drives every update, ensuring our system evolves to solve real-world challenges. No clutter.
No outdated tech. Continuous innovation at no extra cost.

Best-in-class experience for both users and staff

Seamless, frustration-free booking for statutory services, powered by intelligent rules and guided flows that adapt in real time. Our ceremony journey brings private-sector speed, style, and simplicity. Both set the standard for usability.

“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, the UK’s second largest registration service, faced declining KPIs due to poor availability and rigid workflows. A new team led a full service overhaul and sought a partner to help transform performance. Together, we built a system that improves access, automates complexity, and adapts to user needs.

Essex’s story in numbers:

400%
Improvement in statutory KPIs.

1000%
Return on investment

2000
Extra appointments created.

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 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 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 (1998), Cyber Essentials Plus, 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 | Registrars Booking System.

@bookinglab

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Any Questions?

Feel free to reach out to your bookinglab account manager

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