



# GovBook | Sports Pitch Booking Service.

## A Sports Pitch Booking System Built For Local Gov.

We've worked with our local government community to develop a sports pitch booking system that helps councils to:

- Automate processes & boost efficiency
- Improve the resident & staff experience
- Reduce bad debt
- Improve access & increase usage
- Generate more financial & social value

### **Boost your efficiency.**

You'll have all the tools you need to automate admin tasks, align resources with demand & reduce wasted capacity.

### **Improve the user experience.**

Your citizens can find, book & pay for a suitable facility in 60 seconds or less & your staff can manage multi-site/service bookings with just a few clicks.

### **Generate financial & social value.**

You'll have the tools you need to co-create with stakeholders, generate more income & reduce the cost to serve.



The staff experience.

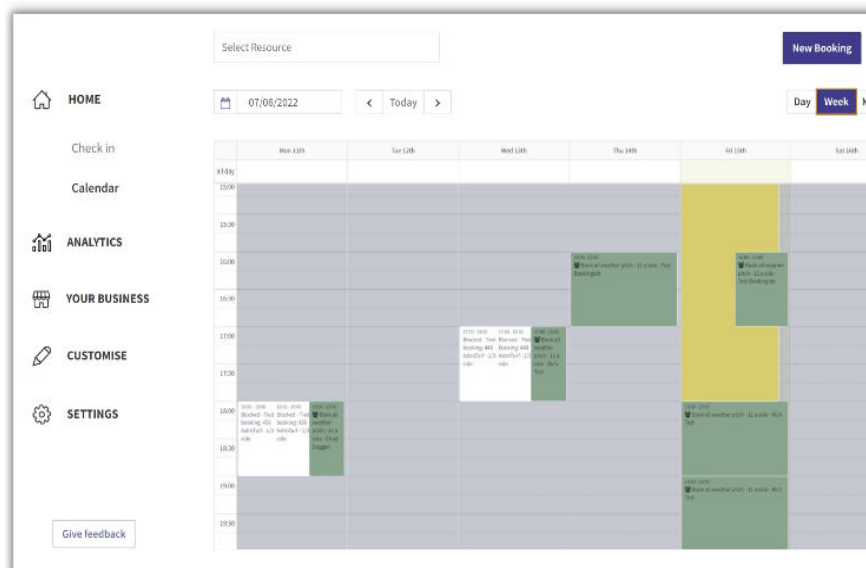
# Quick & easy admin.

## Improve processes.

Our intuitive admin portal gives you full control over your sports facilities.

With just a few clicks, you'll be able to:

- Manage bookings
- Edit availability & pricing
- Divide facilities into segments
- Block book
- Set cancellation timeframes
- Tweak booking rules & more



## Reduce your admin & save time.

From making & managing bookings to communicating with citizens & processing payments, you'll be able to automate the entire booking process.

## Improve how you communicate.

Set up automated communication flows for trigger events like confirmations, reminders, cancellations, facility alerts & feedback requests to keep your citizens involved & engaged.

## Connect your workflows.

Save your staff time & reduce admin errors by integrating bookings with your existing payment systems, enterprise apps, calendar tools, notifications software & more.

## Let the system do the work.

You'll be able to configure flexible booking rules & service schedules that specify when, where & what citizens can book so that your staff don't have to manually coordinate people, time & space.

The citizen experience.

# Sport pitch booking made easy.

With demand for services at an all-time high and budgets at an all-time low, your council needs to find new ways to meet the expectations of modern citizens without breaking the bank.

With this in mind, we've developed a sports pitch booking solution that:

- Improves the citizen experience
- Increases operational efficiency &
- Reduces the cost to serve

## Book in 60 seconds.

Your citizens can book a pitch in 60 seconds or less on any Internet-connected device.

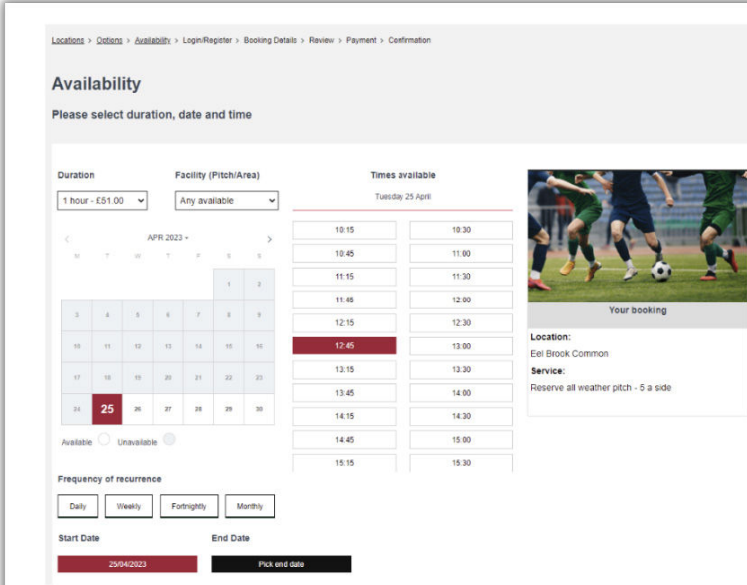
## Change of plan? No problem.

Amending bookings is simple. It takes 15 seconds or less. Once a change is made, all parties are notified via Email / SMS & the space is made available for someone else to book.

## Everything they'll need in one place.

In the My Account portal, your citizens will have the tools they need to:

- View, make, cancel & amend bookings
- Set-up reoccurring bookings & payments
- Communicate with staff & more.



The screenshot displays the 'Availability' page of the booking system. At the top, a breadcrumb trail reads: Locations > Details > Availability > Login/Register > Booking Details > Review > Payment > Confirmation. The main heading is 'Availability', followed by the instruction 'Please select duration, date and time'.

The interface is divided into three main sections:

- Duration:** A dropdown menu showing '1 hour - £51.00'.
- Facility (Pitch/Area):** A dropdown menu showing 'Any available'.
- Times available:** A calendar and a list of available times for 'Tuesday 25 April'.

The calendar shows the month of April 2023, with the 25th highlighted in red. Below the calendar, there are radio buttons for 'Available' (selected) and 'Unavailable'.

The 'Times available' section shows a list of times from 10:15 to 15:30. The time 12:45 is highlighted in red. To the right of the times list is a small image of a soccer game.

Below the times list, there is a section for 'Frequency of recurrence' with buttons for 'Daily', 'Weekly', 'Fortnightly', and 'Monthly'. Below this are 'Start Date' and 'End Date' fields. The 'Start Date' field shows '23/04/2023' and the 'End Date' field has a 'Pick end date' button.

At the bottom right, there is a 'Your booking' section with the following details:

- Location:** Eel Brook Common
- Service:** Reserve all weather pitch - 5 a side

## Right time, right space.

It's 2023. Your citizens expect instant access to services. This means they shouldn't have to:

- Pick up the phone
- Wait for a response, or
- Waste time filtering through facilities that don't meet their requirements.

That's why we've developed a criteria-based search feature that allows citizens to quickly find & book spaces that are:

- Located closest to them
- Fitted with the right equipment
- Fully accessible & much more

Do more with less.

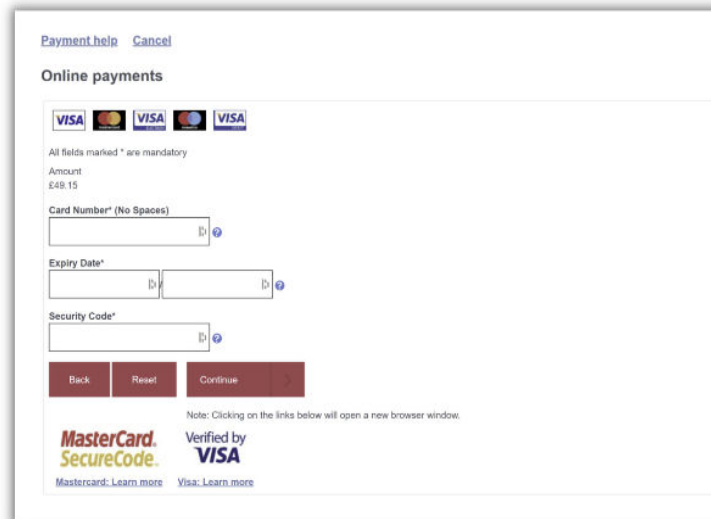
# Generate financial & social value.

It's no secret that councils are having to do more with less. So, if, like the other 40+ councils we work with, you're looking for new ways to recover costs & create social value (without breaking the bank) — this product has you covered.

## Generate more income.



This tech stack helped one local authority increase service revenue by 77% by:

- Improving service access with 24/7, multi-channel booking options.
- Improving service visibility with open booking APIs, cost-effective communication channels & automated marketing.
- Reducing debtor lists with online payments.
- Providing data to optimise service schedules.



Payment help Cancel


### Online payments


VISA  VISA  VISA

All fields marked \* are mandatory

Amount  
£48.15

Card Number\* (No Spaces) 

Expiry Date\* 

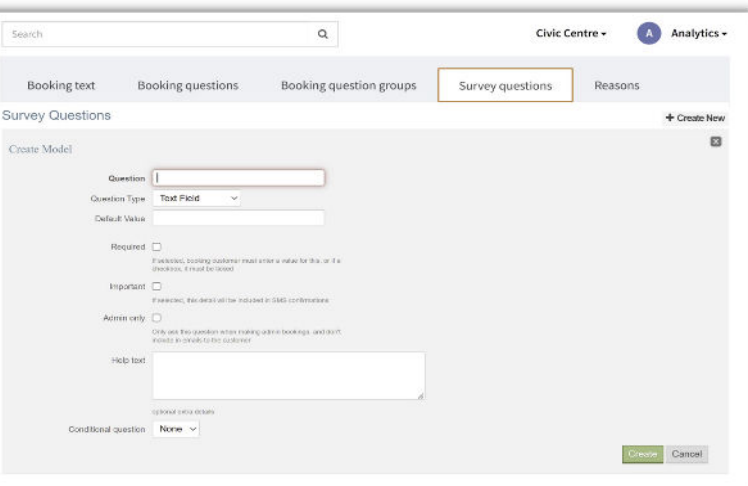
Security Code\* 

Back Reset Continue

Note: Clicking on the links below will open a new browser window.

**MasterCard** Verified by **VISA**  
SecureCode

[Mastercard: Learn more](#) [Visa: Learn more](#)



Search

Civic Centre Analytics

Booking text Booking questions Booking question groups Survey questions Reasons

### Survey Questions

Create Model

Question

Questions Type: Text Field

Default Value

Required ☐  
If selected, booking customer must enter a value for this, or if a checkbox, it must be checked

Important ☐  
If selected, this data will be included in SMS confirmations

Admin only ☐  
Only use this question when making online bookings, and don't provide to create for this customer

Help text

optional extra details

Conditional question: None

Create Cancel

## Generate more social value.

With booking tech, your council can:

- Collect feedback, build it into back-office processes & encourage meaningful co-creation
- Redistribute income based on usage data & maintain the services your citizens value most
- Improve stakeholder engagement with cost-effective, two-way communication channels & open booking APIs



Built for councils like yours.

# Built for councils & their citizens.

We've worked with our local government community to develop a booking product that provides councils with the tools they need to digitally transform their sports services.

## Comprehensive & cost-effective.

You'll have everything you need to increase operational efficiency, cut costs & improve the citizen experience.

## Get more people active.

Make it easy to find & book physical activities with:

- Criteria-based searches & open APIs
- Real-time availability & same-day bookings
- Block bookings
- Automated marketing & communications &
- A 60-second booking process

## GDS design.

Your booking journey will follow the GDS Design Principles. So, you can rest assured that citizens will get a simple, fully accessible experience from start to finish.



*A few members of our local government community.*

## Go live in 14 days.

With ever-growing backlogs, the last thing your IT department needs is a drawn-out onboarding process. That's why we aim to configure & implement your system in less than 14 days without burdening your team.

## Make sport accessible to everyone.

We champion digital-by-design. But, we understand that not all citizens can easily access online services. That's why we've created a single calendar view where your staff can manage over-the-phone, face-to-face & online bookings with just a few clicks.

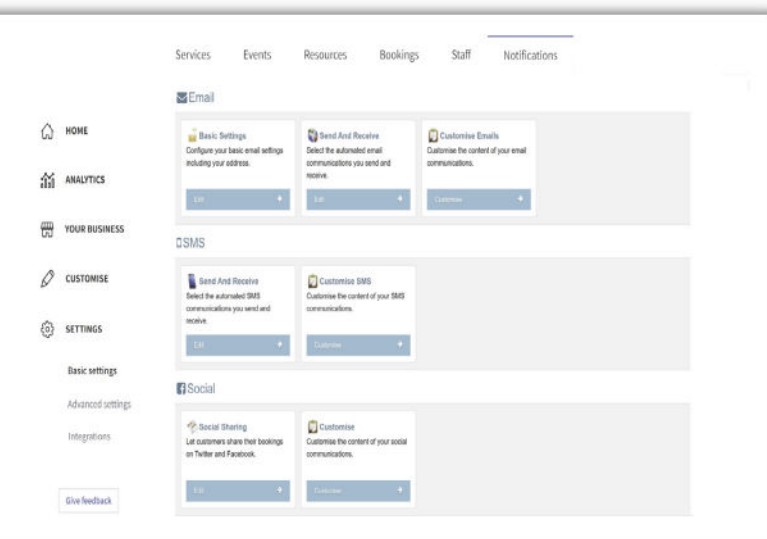
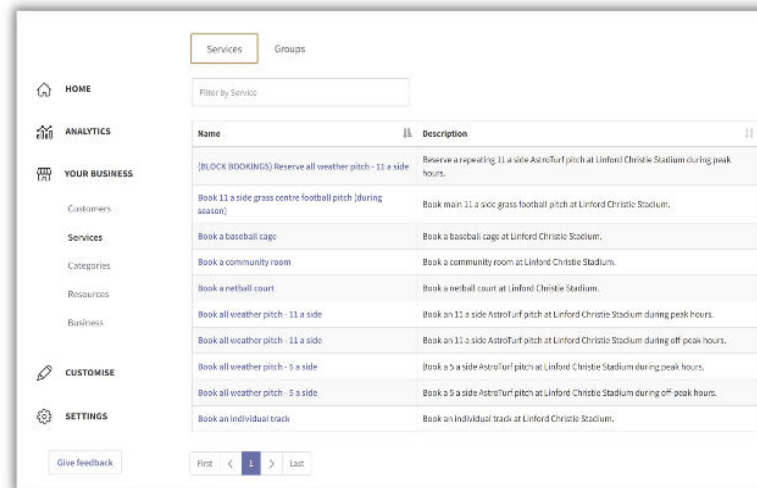
Save time & money.

# Boost efficiency & cut costs.

## Optimise your admin processes.

With just a few clicks, you'll be able to:

- Set conditional rules on pitch availability & pricing to automate the approval process.
- Divide facilities & allow citizens to book an individual segment (or the whole space) to boost utilisation.
- Use booking & survey data to tweak service schedules, block bookings & staffing levels.

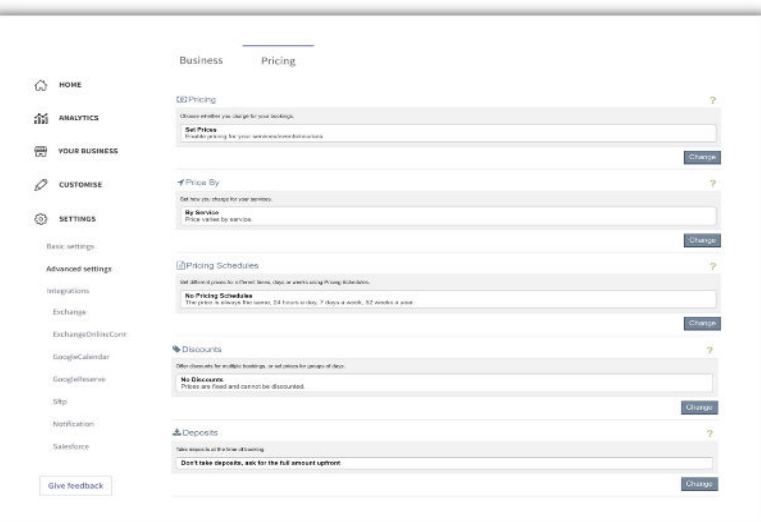


## Reduce wasted capacity & bad debt.

Reduce wasted capacity by up to 62% with:

- Automated SMS/email reminders
- Real-time visibility & same-day bookings
- Automated waiting lists
- Block bookings
- Variable charging levels & payment plans

You'll also be able to eliminate bad debt with: online payments & automated reminders with payment links.



## Automate tasks & save time.

You'll be able to configure flexible booking rules & service schedules that specify when, where & what your citizens can book so that your staff don't have to manually coordinate people, time & space.

You'll also be able to automate time-consuming tasks like:

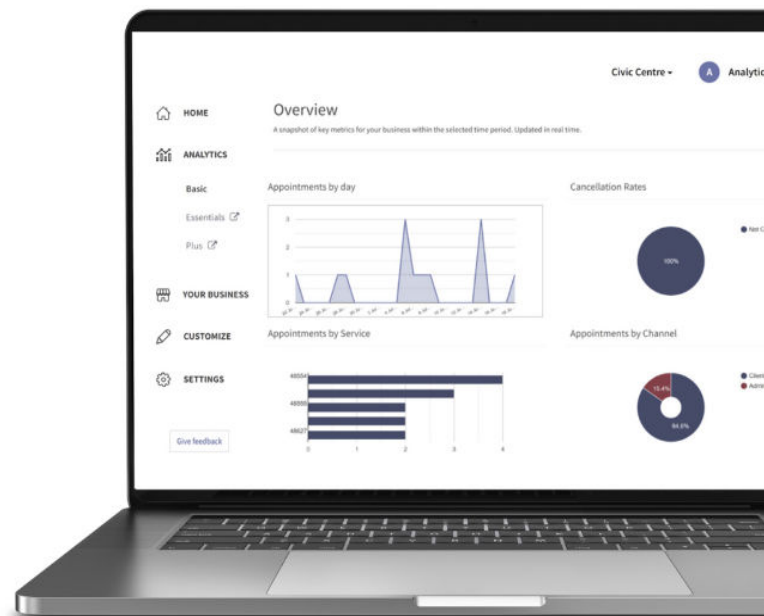
- The processing of payments & VAT
- Communicating with citizens
- Making/amending bookings & more

## Measure, learn & improve.

With JRNI Analytics, you'll be able to:

- Keep an eye on utilisation rates
- Track other essential metrics
- Better match resources with demand
- Optimise your back-office processes &
- Collect resident feedback

You'll get various reports that help you boost efficiency & cut costs — including: off-the-shelf reports, custom utilisation reports, visualised reporting dashboards & integrated resident feedback forms.



# Pitch booking made easy.



These are just a few of the features you'll have access to.

# System features:

Feature	Description
AI-powered Scheduling Engine	Our AI-powered scheduling engine manages the availability of staff, resources, and services to ensure all bookings are made effectively. Flexible booking rules enable users to control elements such as the booking timeframe, cancellation timeframe, and max bookings – all within a simple interface.
Block Bookings	Ability to make a block (recurring) booking with separate deep links for self-service cancellation or amendment.
Login/Registration	Ability to log in or register as a user of the booking solution.
Multi-Bookings	Ability to make a multiple individual bookings with separate deep links for self-service cancellation or amendment.
My Account	Ability to view and amend user account details, upcoming bookings and past bookings.

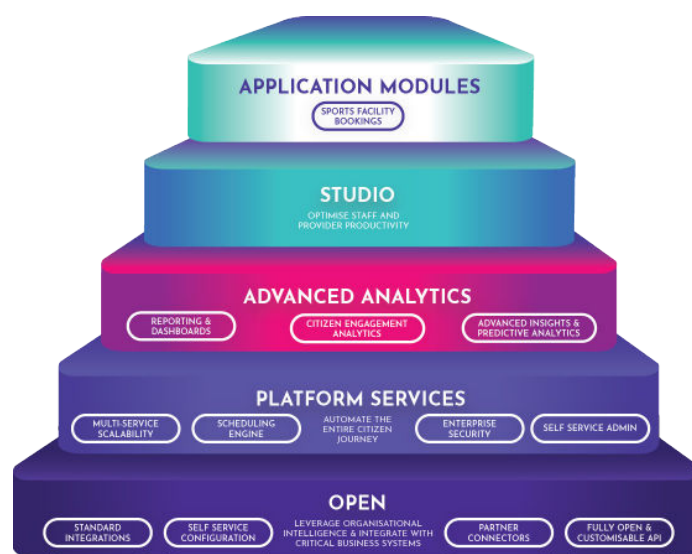


<b>Online Payments</b>	<p>Ability to pay for bookings via either of the following payment gateways:</p> <ul style="list-style-type: none"> <li>• Capita 360</li> <li>• Civica</li> <li>• HeyCentric</li> <li>• Stripe</li> <li>• WorldPay</li> </ul>
<b>Opt-out of VAT Exemption</b>	Ability to opt-out of VAT exemption if a block booking qualifies for it.
<b>Quick Bookings</b>	Ability to make a single booking with separate deep links for self-service cancellation or amendment.
<b>VAT Exemption Rules</b>	Ability to apply a VAT exemption to a qualifying BLOCK booking (must be a minimum of ten bookings, a minimum of 24 hours, and a maximum of two weeks apart between each booking).
<b>Block Bookings Panel</b>	Ability to make a block booking via the back office on behalf of a customer.
<b>Custom CSV Reporting</b>	Providing custom CSV reports for pulling specific customer and/or booking data.

<b>Scheduled Reports</b>	Ability to send custom reports to admin email addresses as per a daily schedule.
<b>Dynamic Pricing (Add-on)</b>	Dynamic pricing for schools, organisations and charities.
<b>Gov Notify Integration (Add-on)</b>	Ability to send email and SMS notifications via your GOV Notify account.
<b>Non-Standard Payment Integration (Add-on)</b>	Ability to pay for bookings via another payment provider.
<b>Register via a Granicus Form (Add-on)</b>	Ability to register as a user for the booking solution via Granicus, be approved by an admin and then auto-created in the booking system.

Connect your workflows.

# Integrations & add ons.



Platform Architecture

We've worked with our local government community to develop a range of off-the-shelf integrations that help councils improve the delivery of their sports services.

## Connect with payments.

Integrate your booking system with payment platforms like Capita, Civica, GovPay & more to connect your workflows & save staff time.

## Connect with digital platforms.

Combine your booking platform with digital experience software like Granicus & Goss to deliver a joined-up digital experience.

## Connect with notifications.

Connect your booking platform with notification services like GOV.Notify to automate the process of communicating with citizens.

## Connect to Outlook or G-suite.

Users get real-time updates straight to their inbox & any bookings they make can be automatically added to their chosen calendar — a great way to reduce no-shows.

Since 2019, we've facilitated ~20 million bookings & helped ~60 council departments improve the user experience, increase efficiency & cut costs with easy-to-use citizen engagement tech.

To find out more about our sports pitch offering, check out listing on **G-Cloud**.

**Lets connect:**

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 [www.bookinglab.co.uk](http://www.bookinglab.co.uk)

 [@bookinglab](https://twitter.com/bookinglab)

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