

**in**KAJIMA  
COMMUNITY

**BOOKINGSPLUS FOR LOCAL AUTHORITIES**



# ABOUT KAJIMA COMMUNITY



Kajima Community is a business unit of Kajima Partnerships Limited, itself a subsidiary of Kajima Corporation, a Japanese global property development and investment company specialising in public sector property. We are a financially robust organisation that focuses on long-term investments. Kajima Community is Kajima's lettings management business, with 19 years of experience working with the public sector. We have invested over £2m in our BookingsPlus platform.

Our mission is to improve the utilisation of community spaces and increase council profitability by digitally transforming facility hire. Our solutions generate over £40m per annum in revenue for the public sector. We operate in three key markets:



## Councils

We provide the first specialist community lettings platform designed for councils



## Healthcare

Open Space generates over £25m in revenue for NHS across 200+ venues



## Education

Over 300 schools and trusts use BookingsPlus to generate over £15m



# THE CHALLENGE

Communities want to use Local Authority-managed spaces, and Local Authorities want Communities to use their spaces. Currently, hirers typically have to navigate **time-consuming and often not very intuitive processes** to find, explore, book, and pay for council-owned venues. In a world of Booking.com and Airbnb, this is not how communities expect to hire venues.

Digitally transforming facility hiring processes is a win-win for communities, who benefit from easier access to space, and councils, who provide cost-effective access to space, **increasing facility utilisation, income, and social value, improving customer experience and creating efficient digital processes**. Through conversations with councils and extensive research, we found there is no suitable off-the-shelf solution for councils to an increasingly important set of problems – hence we created it.

Our offer to councils is to transform the limited and disparate information found online into their own **Booking.com platform for facility hire**.



# THE CURRENT PROCESS

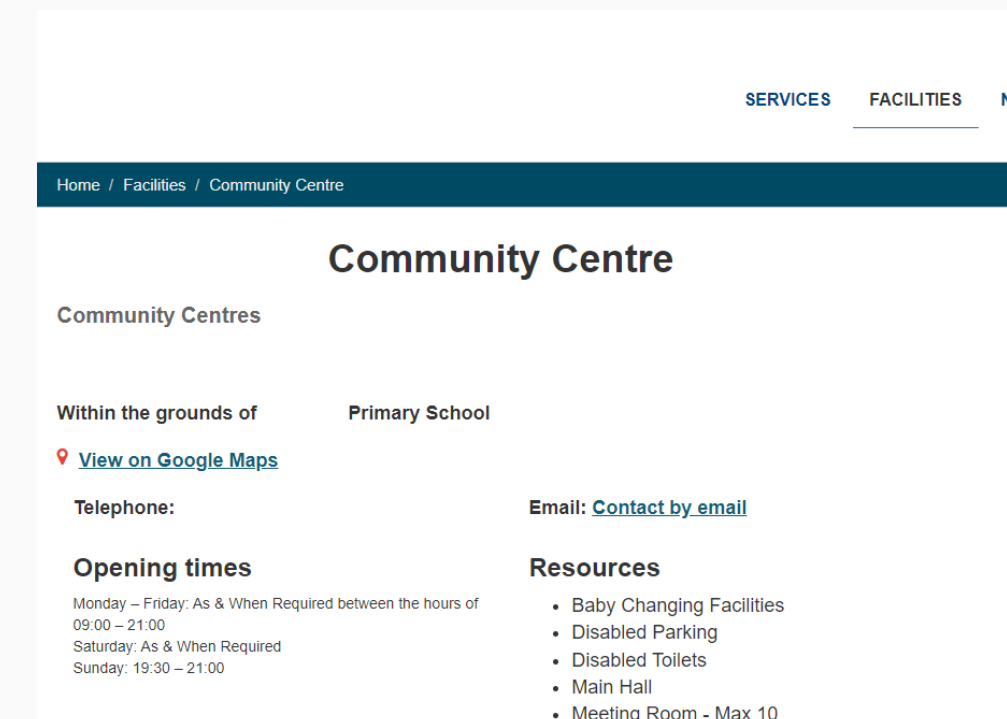
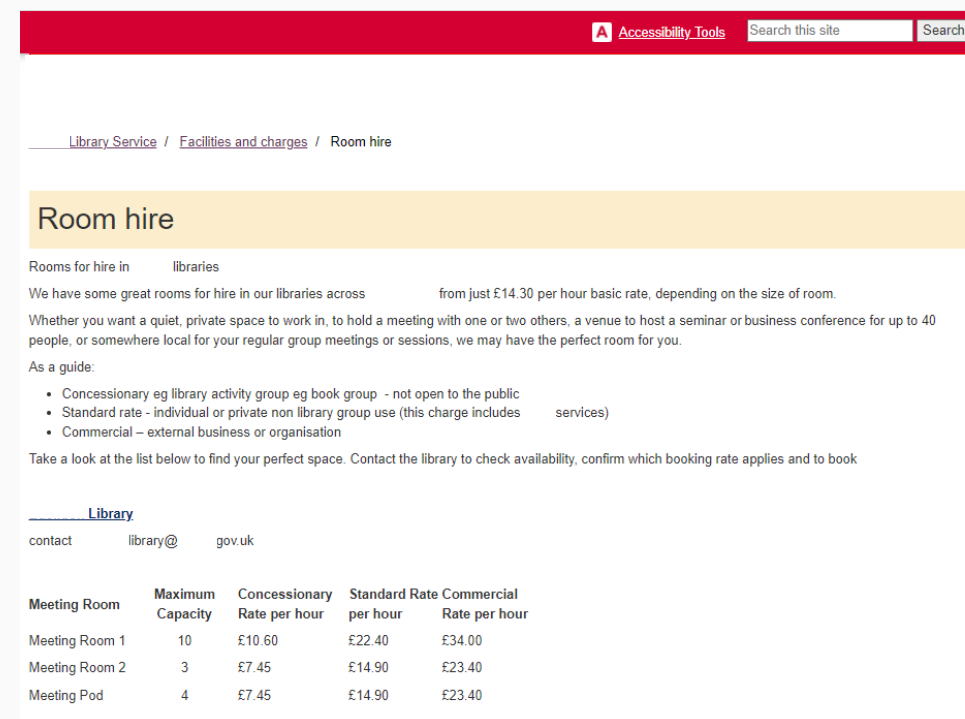
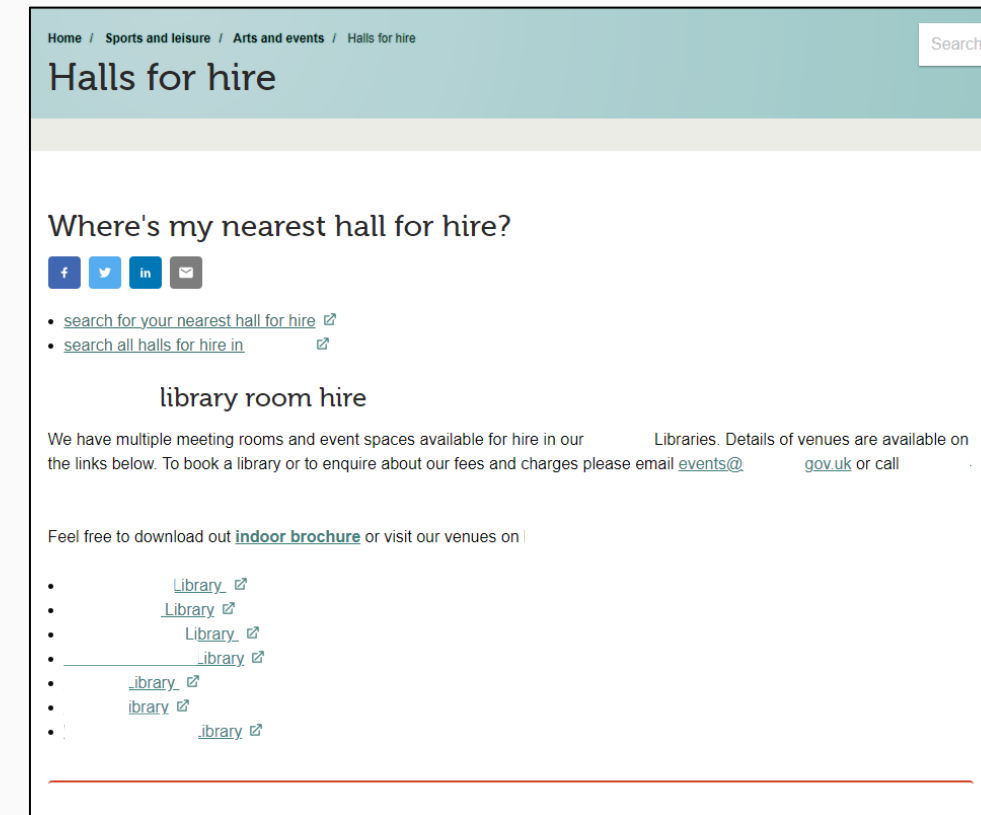
Often, venue booking processes offered by councils are:

- Time-consuming, labour-intensive and inefficient for hirers
- Unintuitive and contain limited information
- Time-consuming and expensive to administer for councils
- Not commercially driven
- Disparate, with multiple systems and processes for different services

Manual processes, such as finding and viewing venues, checking availability, and making payments, tend to provide a poor customer experience that reduces bookings and leads to sub-optimal usage. Inefficient management processes require requires councils to commit resources that produce an unwanted and unnecessary cost.

This issue intercepts with several priorities of councils, including:

- Digital Transformation
- Estate Rationalisation
- Income Generation
- Community Health and Wellbeing
- Increasing Social Value
- Improving access to community resources



# THE SOLUTION

BookingsPlus is our dedicated Local Authority community venue hire Software as a Service (SaaS) cloud-hosted platform. BookingsPlus operates as a Council's own Booking.com platform for their community lettings.

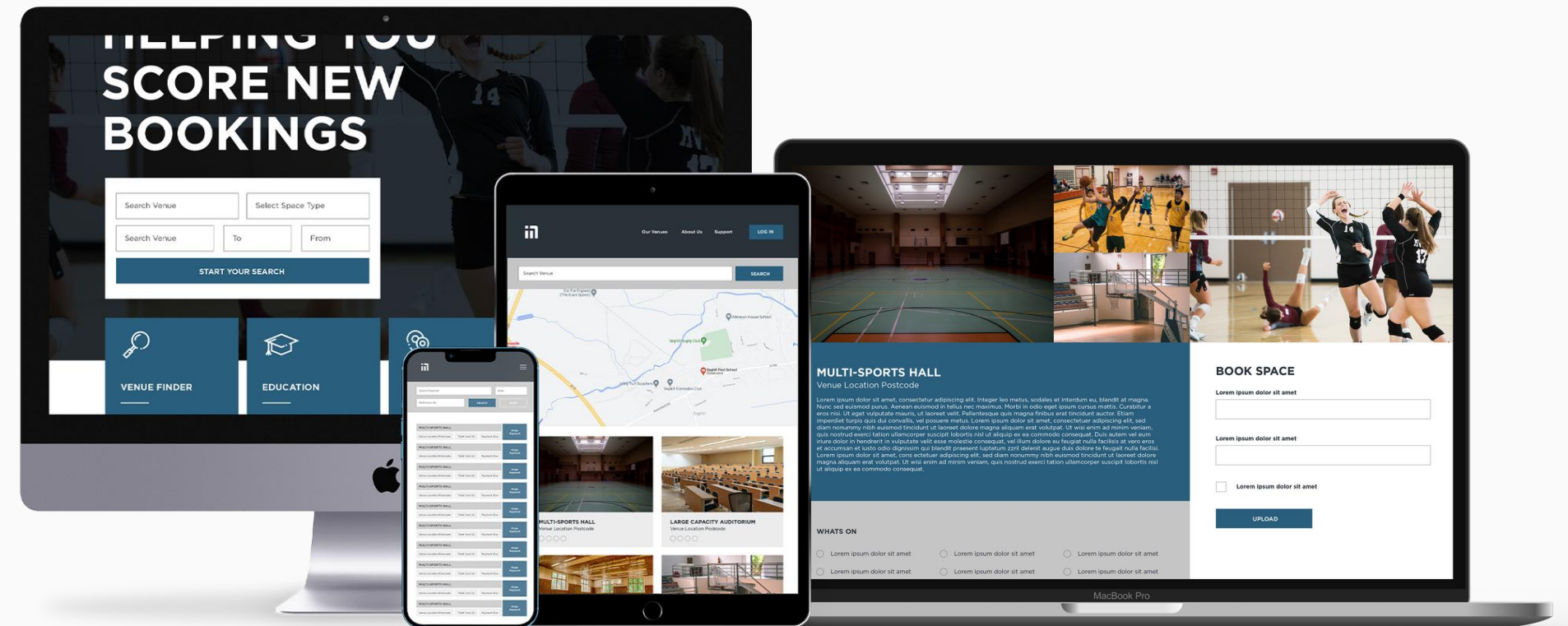
Branded to suit any Local Authority, the platform advertises your venues and allows hirers to review availability, enquire and book spaces, with multiple optional booking workflows. Communities can find and access space in the way they expect, with virtual tours and online payments.

The mature administration platform contains a complete suite of lettings management tools. Administrators can create, edit, accept and reject bookings, manage client information, automate processes and analyse performance and trends through a suite of reports.

BookingsPlus digitally transforms how communities access space, offering a single centralised platform for community bookings. This creates substantial value both for communities that require space, and the Local Authorities that want their space used effectively and for public benefit. It creates substantial process efficiencies, allowing the estate to operate in a more cost-effective manner.

BookingsPlus contains important functionality for Local Authorities including:

- A branded website that houses council venues and provides end-to-end management of lettings.
- The ability for hirers to search, book and pay for space online.
- Integrated virtual tours of venues and spaces.
- Multiple booking flow options for each venue.
- Management tools for councils to automate, administer and maximise booking efficiency.
- Payment and financial integration tools.
- Compliance management tools including document collection, T&Cs, and health & safety.
- Detailed analytics and reporting.



# THE VISION

## **BOOKINGS PLUS**



# ***SOLUTION OUTCOMES***



**Better customer  
experience**



**Increased venue  
utilisation**



**Increased revenue and  
profitability**



**Enhanced social value  
within communities**



**Greater efficiency and  
use of resources**



**Greater insight and  
decision making**

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