KAJIMA
COMMUNITY



Virtual tours and room hire: Online solutions to drive inclusive and sustainable footfall in libraries

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

PEERS QUALITY ASSURANCE LTD
ISO/IEC 27001:2013

bsi ISO 14001 Environmental Management CERTIFIED

bsi ISO 45001 Occupational Health and Safety Management CERTIFIED

bsi ISO 9001 Quality Management Systems CERTIFIED

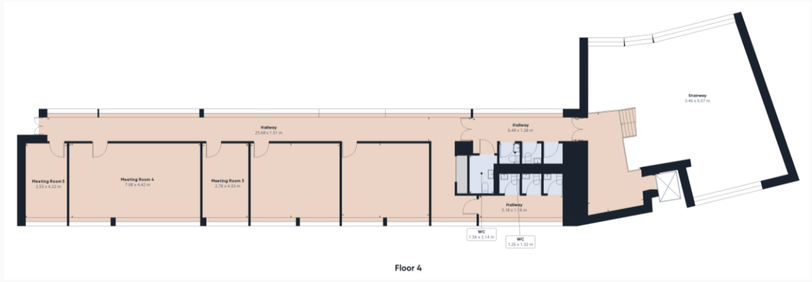
WHAT ARE VIRTUAL TOURS?

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rightmove









WHY INVEST IN VIRTUAL TOURS?

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Enhance Visibility & Digital Footprint



Familiarisation & Signposting Services



Accessibility & Drive Visits



Promote Hireable Space to Drive Income Generation

LET'S TAKE A TOUR...

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PRACTICAL TIPS FOR CREATING VIRTUAL TOURS

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- **APPLICATION.** How and when will you use the tours? (e.g. online booking platform, corporate/libraries website) How they will be displayed.

- **STYLE.** How do you want to present your libraries? What do you want to flag to visitors? Tidying to present the library as you wish it to be seen. How would hirers use your furniture?

- **TIMING.** Minimise people onsite – not always feasible in busy working libraries. Weather – if possible!

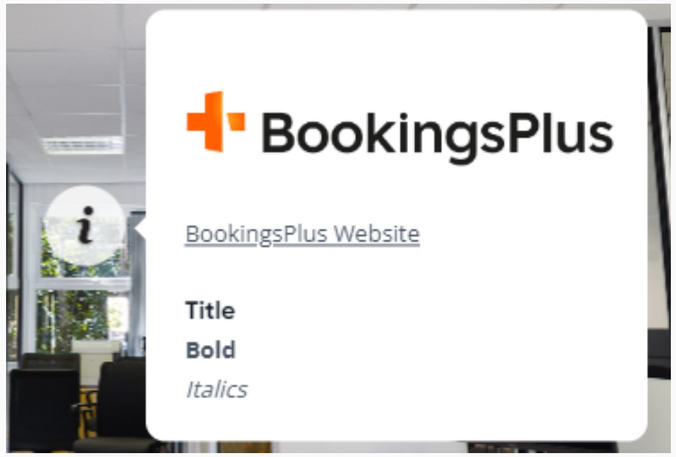
- **INFORMED.** Make sure staff are well informed and able to facilitate onsite (speed = cost saving!)

- **PLANNING.** Costs are time and travel/expenses. Group together local libraries. Share floorplans (if you have) before. Ensure briefs are clear – what is and isn't to be captured?

- **OVERCAPTURE.** If you are unsure what you do/don't want to include (now and in the future) – capture everything! Staff areas, toilets, storage areas. Panoramas can be removed (or reinserted) – but additional visits introduce more cost.

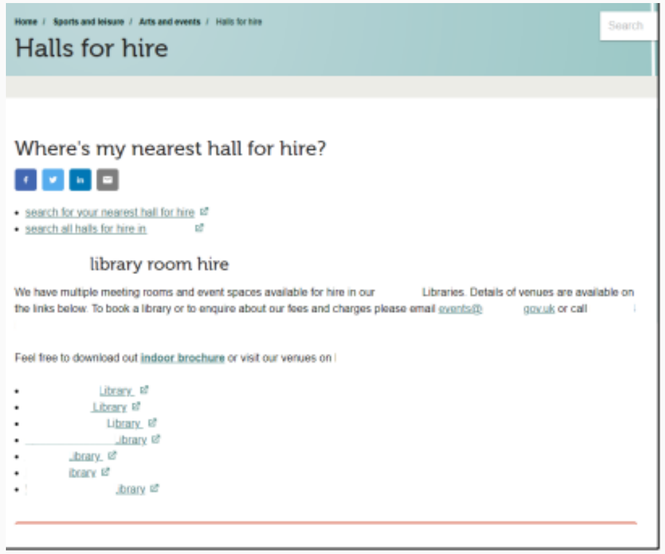
- **FUTURE-PROOF.** Minimise seasonal decorations or date-related material – apply blurring, but for consistency and longevity, minimal "date stamps" will help. Consider future changes to the library – e.g. if you are updating shelving or decorating.

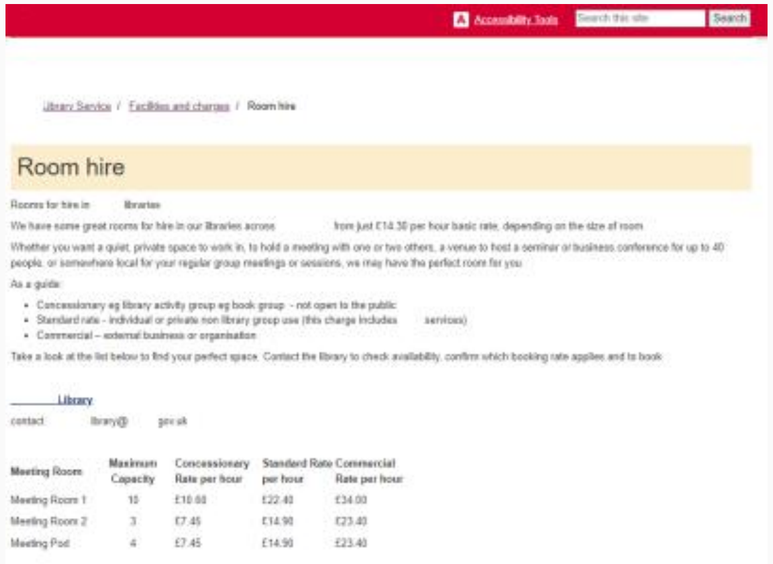
- **SHARE.** Opportunities to share costs – are there other Council facilities nearby (or onsite) that would benefit from Tours and present a per-unit cost saving?



OPTIMISING ROOM HIRE

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Item	Charge
Replacement library card	£1.65
Assisted research	£33 per hour
Room hire	Ask at individual library

Current processes tend to be very manual:

- limited customer experience
- barriers to hire
- silos within individual libraries

Goal should be to simplify customer experience and administration – use Booking.com as inspiration – search, book, pay – very simple for customers

Objectives….

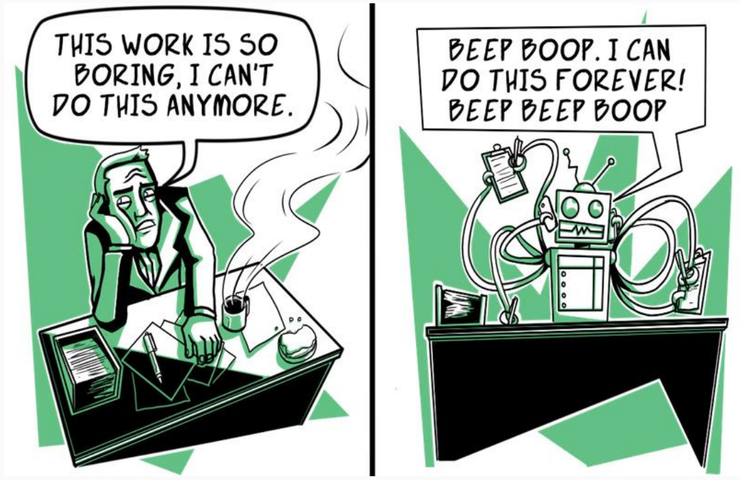
- Better customer experience
- Increased venue utilisation
- Increased revenue and profitability
- Enhanced social value within communities
- Greater efficiency and use of resources
- Greater insight and decision making

KEY FEATURES TO CONSIDER

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- Online booking & Payment WITH approval Controls
- Manual booking by administrators
- Variable discounted pricing model
- Automated / batched invoicing
- Peak & Off-peak pricing
- Analytics & reporting
- Compliance gathering





PRACTICAL TIPS FOR ONLINE ROOM HIRE

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- **SHIFT.** Break from paradigm of "how we do things" – consider new opportunities, such as hiring out a whole (small) library outside of hours, filming locations.

- **CENTRALISE.** There is an opportunity to centralise room hire if you do not already, which is a far more efficient and effective approach. Consider broader opportunities across the Council.

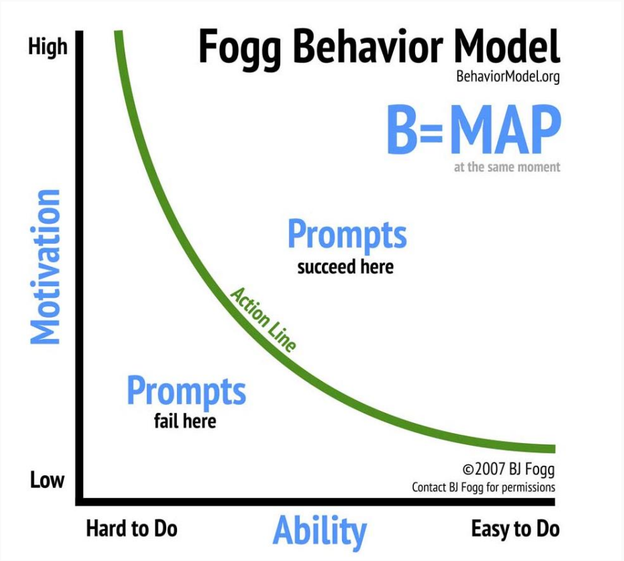
- **EMPOWER** managers and staff – bring them with you. Ensure they see the benefits to the organisation (more resilient income) and themselves (greater community impact), are involved in the process and well trained.

- **STANDARDISE** legacy agreements – likely that some hirers will be on varying terms. If your goal is to professionalise then standardising pay rates is key. If you want to gently shift, then put a time frame to bring the customer to current pricing.

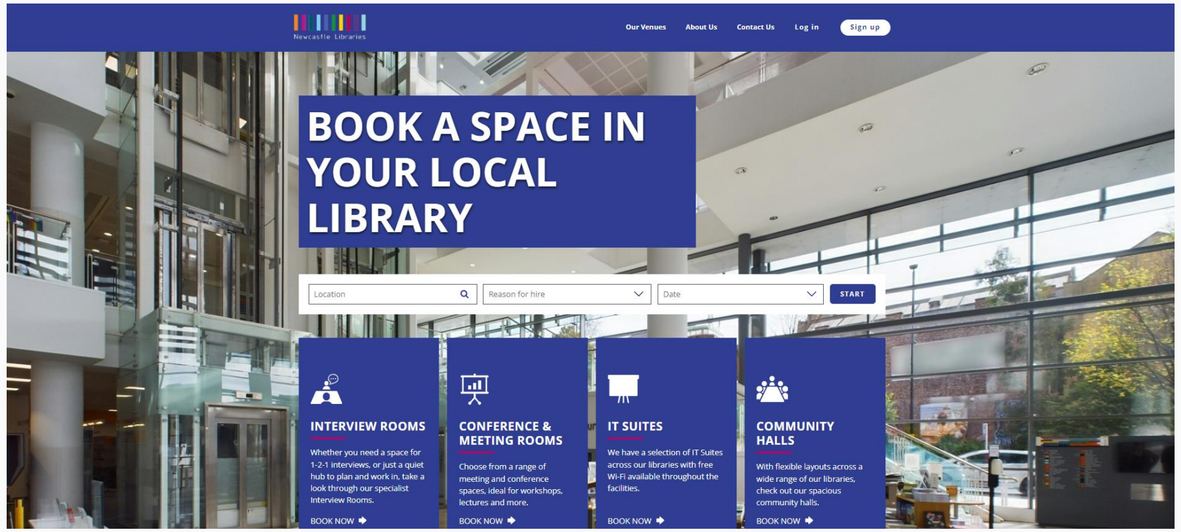
- **APPLICATION.** Consider other services that can be incorporated into a single platform – flexible workspace, shared machines, outdoor spaces – within your service or external (Council community facilities, leisure, town halls etc.)

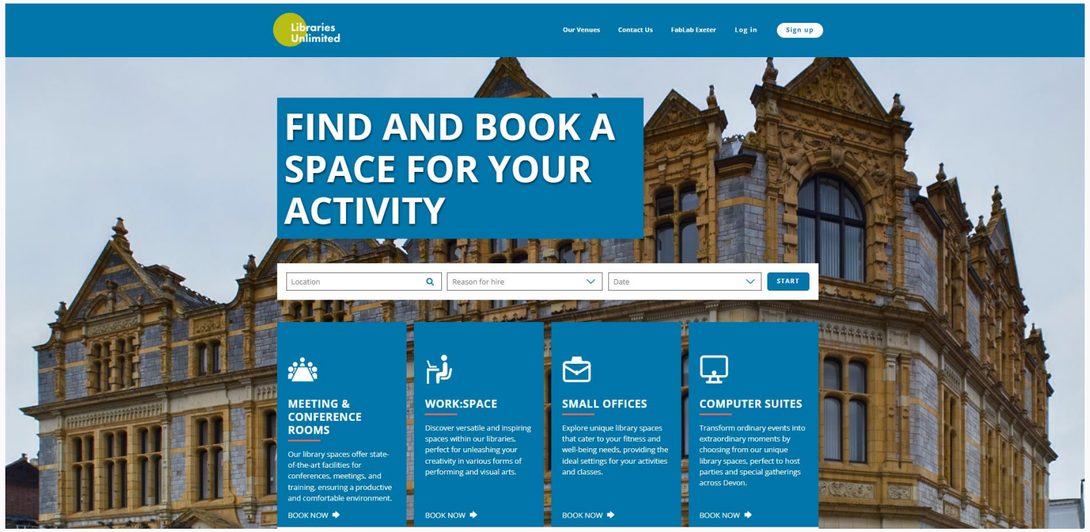
- **INFORM.** Perfect website copy – Booking.com model, you don't speak to anyone when booking a hotel because the information is there. That should be the goal. Effective copy that enables hirers to decide there and then = converting more business.

- **SIMPLIFY**, simplify, simplify! More barriers = higher motivation must be. See Fogg behaviour model. Applies to both admins and customers.



ROOM BOOKING EXAMPLES





Newcastle City Council

https://roomhire.newcastle.gov.uk/

Libraries Unlimited:

https://roomhire.librariesunlimited.org.uk/

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