PRICING GUIDE · SEPTEMBER 2026

Straightforward booking. Clear pricing.

JW Bookings is designed for small and local service businesses that need professional online booking without the cost or complexity of a bespoke system.

AUTHORITATIVE STANDARD PRICE

JW Bookings Essential — Standard

£80	£15
one-off setup	**monthly service**

One business and one bookable calendar using the standard JW Bookings presentation.

- Online and manual bookings
- Services, prices and availability
- Customer information
- Email confirmations and reminders
- Basic owner administration

CURRENT PROMOTIONAL OFFER

JW Bookings Essential — Promotional

£30	£15
one-off setup	**monthly service**

The same JW Bookings Essential product with a promotional setup price. The normal setup price remains £80.

- Eligibility is confirmed before agreement
- No invented deadline or countdown
- Historical offers remain unchanged

A MORE PERSONALISED PRESENTATION

JW Bookings Branded

Branded is for local businesses that want their supported logo, colours and identity applied to the JW Bookings presentation.

APPROVED SETUP PRICE

JW Bookings Branded

£159	Owner decision required
one-off setup	monthly service

The one-off setup price is approved. No recurring price is published until JW Business Digital has made an Owner-approved commercial decision.

- Customer-supplied logo and colours
- Business identity and booking-page presentation
- Existing supported email/customer-admin branding where configured
- No promise of a custom domain or bespoke design

What Essential does not include

Additional diaries, significant staff or role requirements, SMS, WhatsApp, online payment processing, advanced automation, advanced CRM, accounting, bespoke integrations, custom reporting and substantial custom development are separate bolt-ons or quoted work.

Next step

Request a demonstration through jwbusinessdigital.co.uk. The public self-service trial application is not open yet.