

Generate More Reviews Today



| Building trust and visibility: Maximise the power
of reviews on carehome.co.uk

Sam Cleere

Build Trust With Reviews



What we will be
covering today

1

Why carehome.co.uk is the
leading trusted platform.

2

The role of genuine reviews
in decision-making.

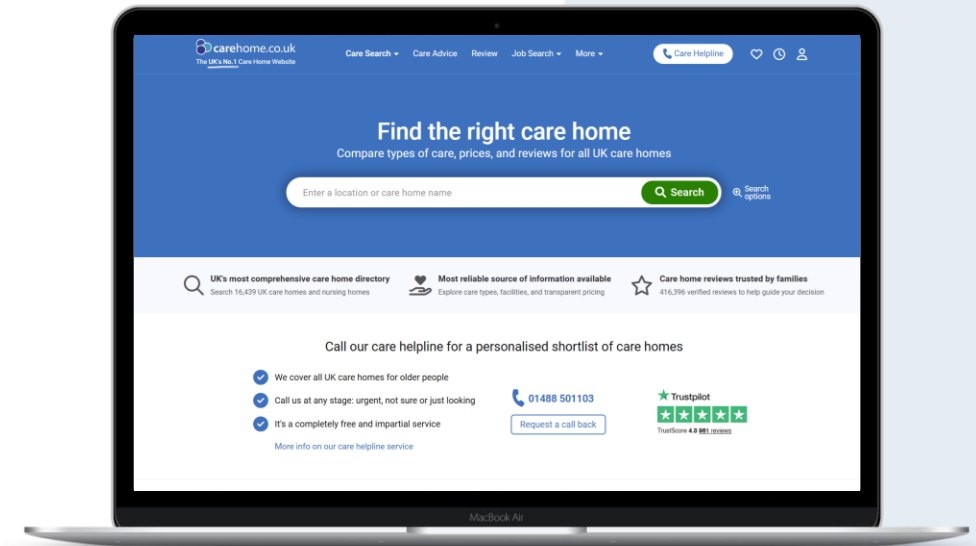
3

Best practices for generating
and responding to reviews.

4

Compliance and ethical review
collection.

carehome.co.uk is the leading website for helping people find older people care



| 16,500 care homes listed

| 10,500 older person care homes listed

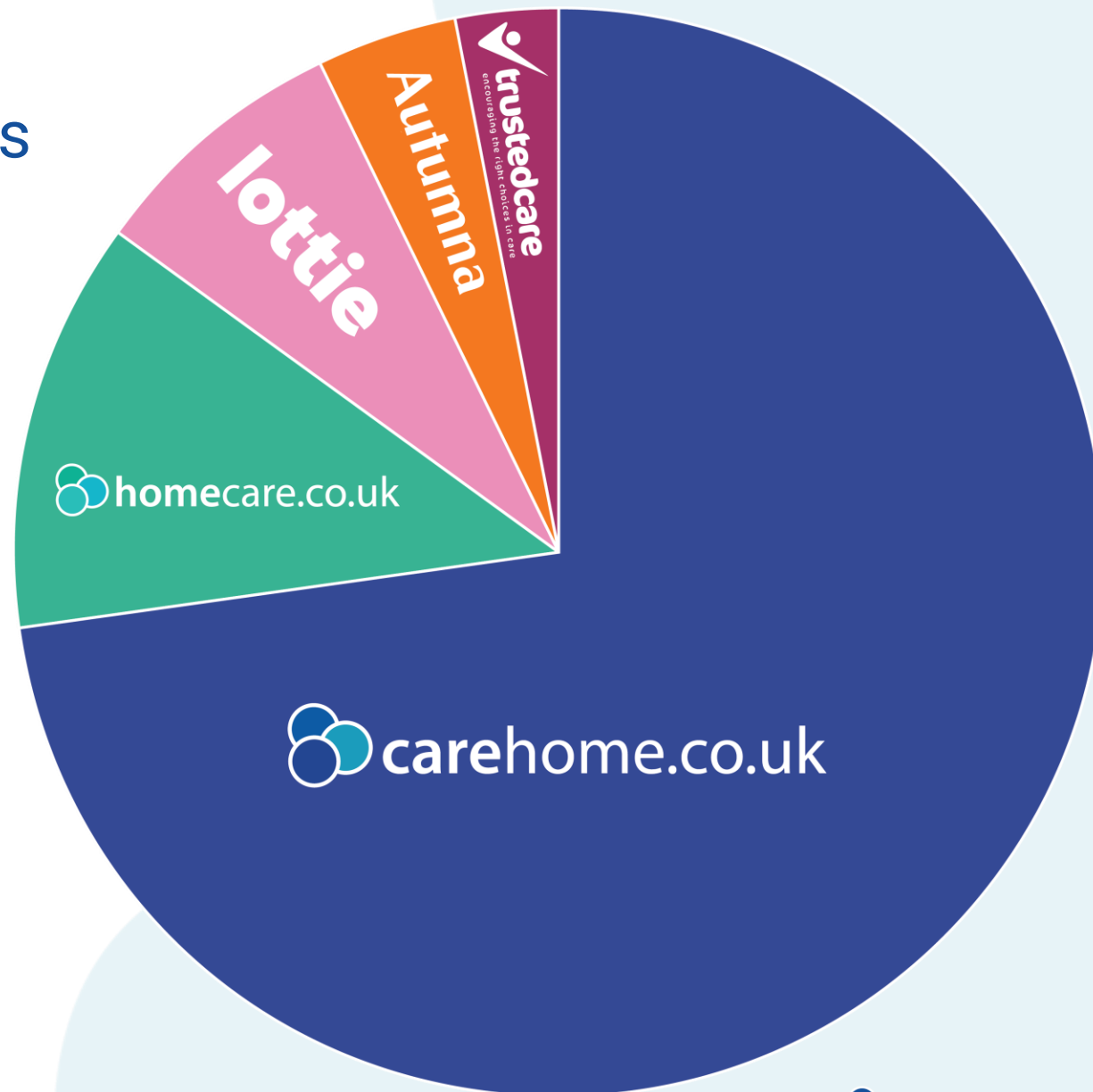
| Over 15 million visits a year

| Insights from **over 2.5 million data points** about UK care homes
...Including data on bed capacity, facilities, care types, pricing and regulatory status.
...The largest publicly available dataset of its kind in the UK

carehome.co.uk is the leading website for helping care seekers find older people care

85%

of older care seeker
research takes place on
carehome.co.uk &
homecare.co.uk



Source:  similarweb Aug 2025-May 2026

Introduction to your New Portal

A simpler way to manage your profile

Your Control Panel is now your new Dashboard Portal – redesigned to make information easier to find and understand.

What's new:

- Improved Overview section
- Enhanced Verified Care Enquiries area
- Clearer performance insights
- Easier navigation

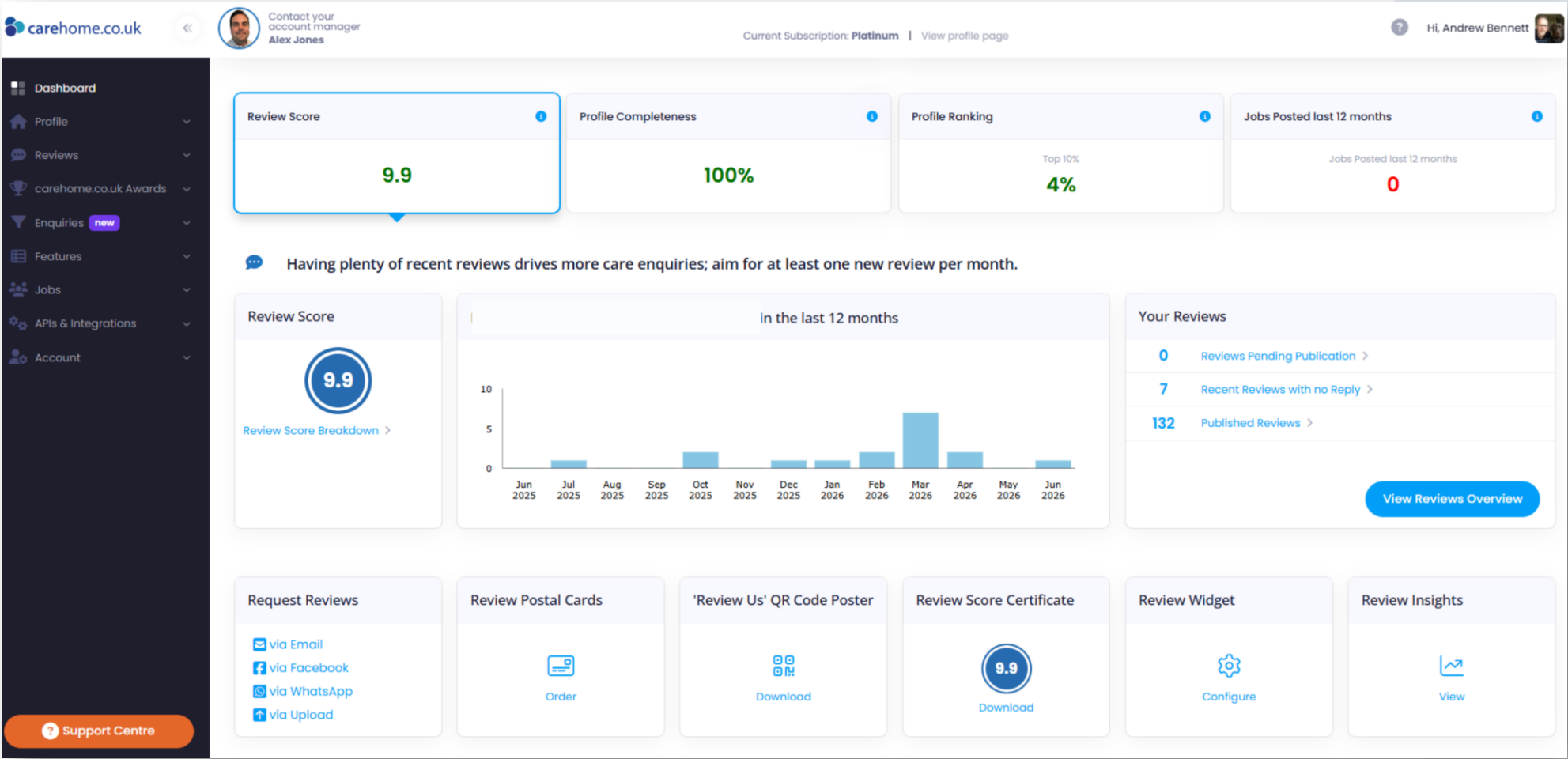
The new portal helps you to:

- Find key information quickly
- Track performance at a glance
- Identify ways to improve
- Get more value from your subscription

See important metrics instantly, including:

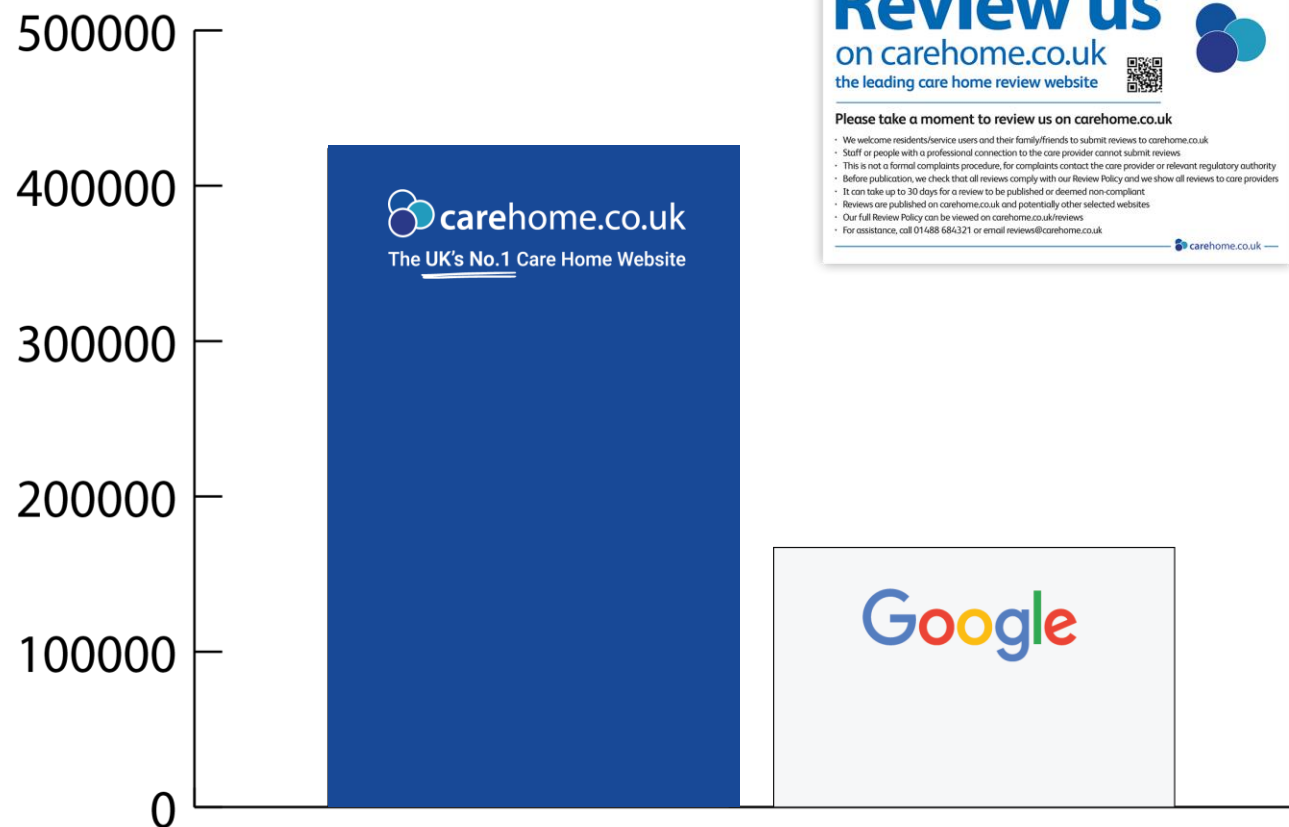
- | | |
|--------------------------|-----------------------|
| -Verified Care Enquiries | -Profile Completeness |
| -Estimated Enquiry Value | -Profile Ranking |
| -Review Score | -Jobs Posted |

Introduction to your New Portal



carehome.co.uk has
more verified reviews
than any other
platform

Over
433k reviews
on carehome.co.uk

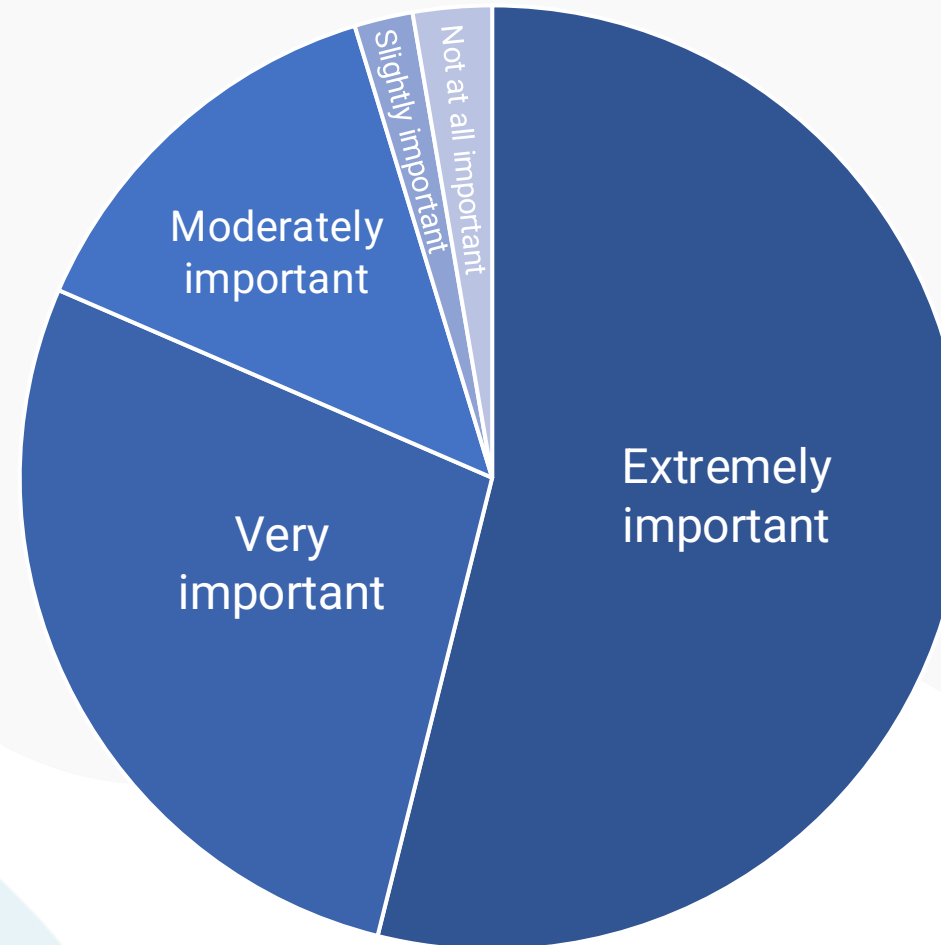


Total number of older person care reviews on carehome.co.uk and Google as of 4th May 2026



Care seekers see carehome.co.uk reviews as critical information when choosing a care home

>76%
of care seekers
consider reviews are
'extremely' or 'very'
important when
searching for care
★★★★★



Reviews are a core part of the user experience on carehome.co.uk



Penhill
81 Station Road, Shirehampton, Bristol BS11 9TY
from £970 / week | 19 Rooms

Penhill is a multi-award-winning residential care home with an outstanding reputation based in the suburbs of Bristol, close to local amenities and excellent transport links. Specialising in ... [Read more](#)

Older Person Care Permanent Care Respite Care

✓ Residential Care ✓ Dementia Residential Care

9.9
73 reviews

"I cannot recommend Penhill enough, the Managers and staff are incredibly friendly and nothing is too much trouble for the residents. During..."
[Read all 73 reviews](#)

Save View full details



Barchester Beaufort Grange
Hatton Road, off Long Down Avenue, Cheswick Village, Bristol BS16 1AH
from £1,430 / week | 74 Rooms
Group/Owner: Barchester Healthcare Ltd

Beaufort Grange is a luxurious 74 bedded care home situated in Cheswick Village in Filton. The home accommodates those who require nursing and residential care, and also offers support for those ... [Read more](#)

Older Person Care Permanent Care Respite Care

✓ Residential Care ✓ Dementia Residential Care
✓ Nursing Care ✓ Dementia Nursing Care

9.9
133 reviews

"Excellent care, very friendly, nice food. My father is treated with dignity and respect he is very happy with the care he receives. The home..."
[Read all 133 reviews](#)

Save View full details



Bernash Care Home
544-546 Wells Road, Whitchurch, Bristol BS14 9BB
from £1,200 / week | 23 Rooms
Group/Owner: Young at Heart Care Homes Ltd

Bernash Care Home is a luxurious care home set in the heart of Bristol and offers dementia care, residential care, respite and day care. Leaving home can be a challenging time, so to ensure the ... [Read more](#)

Older Person Care Permanent Care Respite Care

✓ Residential Care ✓ Dementia Residential Care

9.8
101 reviews

"My aunty has been at Bernash for a few weeks...After looking at a few homes and being upset with what we saw we went to look at Bernash and..."
[Read all 101 reviews](#)

Save View full details



Arbour Walk
Hungerford Road, Brislington, Bristol BS4 5HU
from £1,800 / week | 83 Rooms
Group/Owner: Cedar Care Homes

Arbour Walk is a new purpose-built nursing home in the heart of Brislington. Its convenient location, layout, with a variety of indoor facilities and beautifully landscaped secure gardens make it an ... [Read more](#)

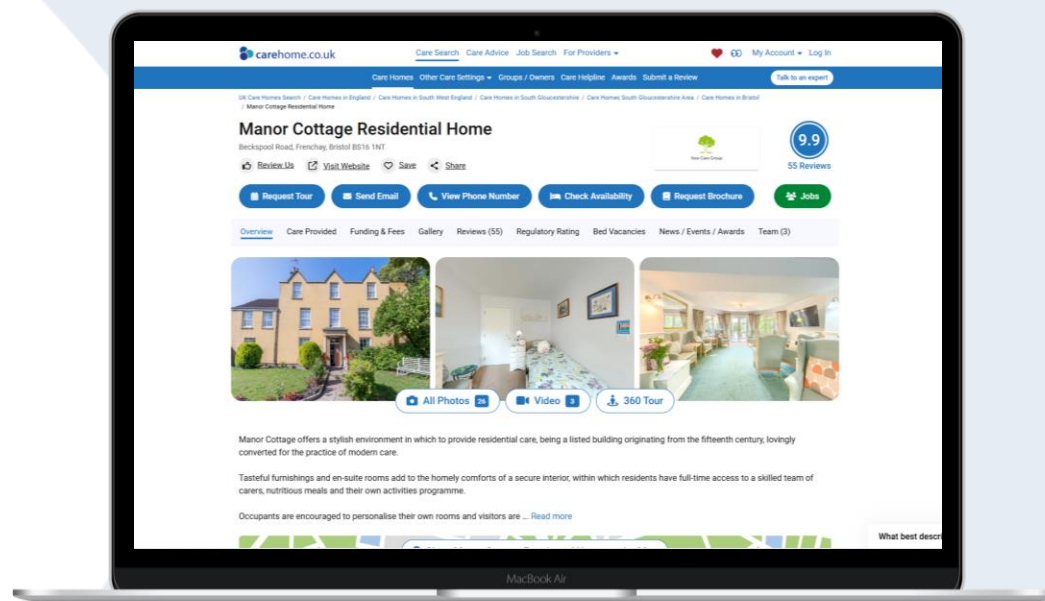
Older Person Care Permanent Care Respite Care

✓ Residential Care ✓ Dementia Residential Care
✓ Nursing Care ✓ Dementia Nursing Care

9.8
48 reviews

"The staff and management were so kind in caring for my mother throughout her four years at Arbour Walk. The team were wonderful in making..."
[Read all 48 reviews](#)

Save View full details



Reviews collected by carehome.co.uk are best in class

MH

Matthew Haynes

GB · 38 reviews

6 Mar 2024

★ ★ ★ ★ ★

All OK...

I went to see my mother and she appeared to be drowsy not alert and slouched in her chair.And yet a few days later appeared to be back to normal alert and switched on!

3 March 2024

Unprompted review

Useful

Share

★

Trustpilot

Aman Rehaan

Local Guide · 9 reviews · 6 photos

★★★★★

4 months ago

Hungerford Care Home (owner)

4 months ago

Thank you for your five star review!

Review from L A (Daughter of Resident) published on 27 May 2026

Submitted via Website · Report

Overall Experience ★★★★★

I cannot recommend Penhill enough, the Managers and staff and incredibly friendly and nothing is to much trouble for the residents. During my Mums stay she was treated with dignity and respect and interacted with all the other residents and staff. Additional benefits included entertainment days and outside companies being brought in for Easter fayre day.

↳ Reply from Nathan Corfield, Manager at Penhill

Thank you for taking the time to leave such a lovely review and for your kind recommendation of Penhill. We are so pleased to hear that your Mum enjoyed her time at Penhill throughout her stay, and that she enjoyed spending time with both residents and staff. It is wonderful to know that our entertainment days and events, such as the Easter Fayre, helped make her experience even more enjoyable. Your kind words mean so much to the whole team, and you and your family are always very welcome at Penhill.

Facilities ★★★★★

Care / Support ★★★★★

Cleanliness ★★★★★

Treated with Dignity ★★★★★

Food & Drink ★★★★★

Staff ★★★★★

Activities ★★★★★

Management ★★★★★

Safety / Security ★★★★★

Rooms ★★★★★

Value for Money ★★★★★

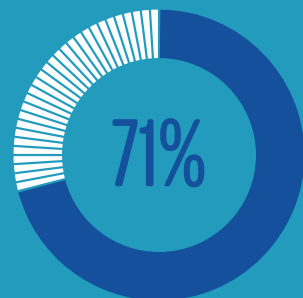
carehome.co.uk

Care seekers want genuine reviews from residents and their families when choosing a care home

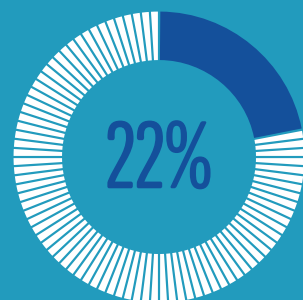
- Build trust and transparency
- Provide insight into everyday lived experience
- Hold care homes accountable and encourage improvement
- Shows a home is willing to be seen, judged and improved
- Reduce risk when making such a major life decision



Care seekers see reviews as critical information when choosing a care home



71% of consumers read online reviews when researching businesses.



22% of consumers don't trust businesses that don't have any reviews.



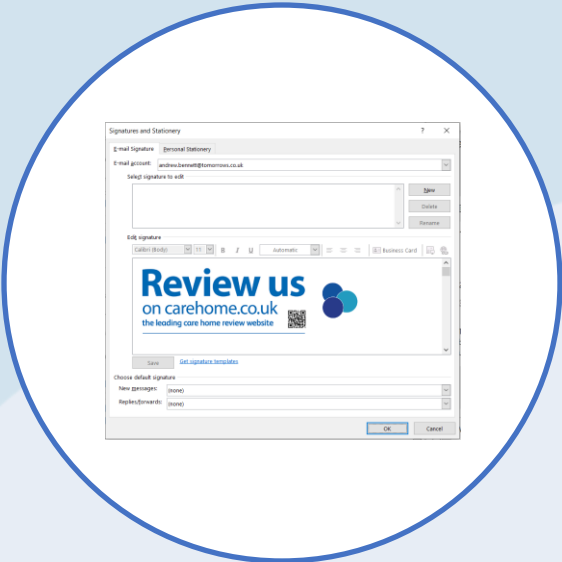
Effective ways to help you collect reviews



WhatsApp



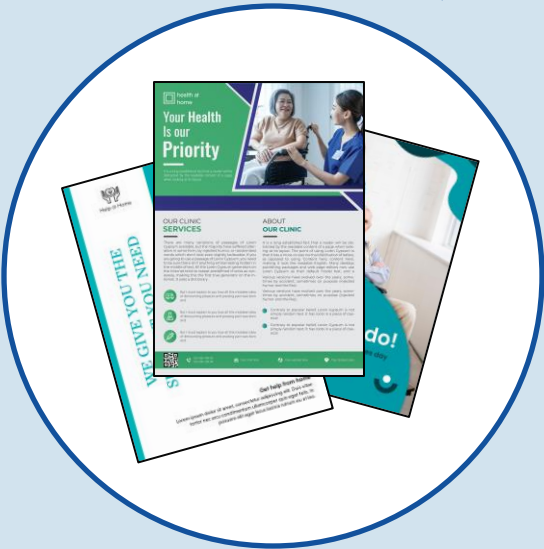
Review Card
(Hold off for now!)



Email Footer



QR Code Poster



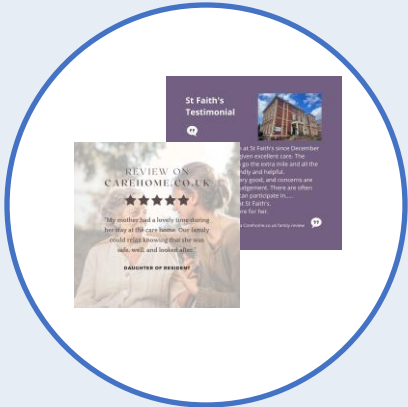
Email Newsletters



Email Invitation

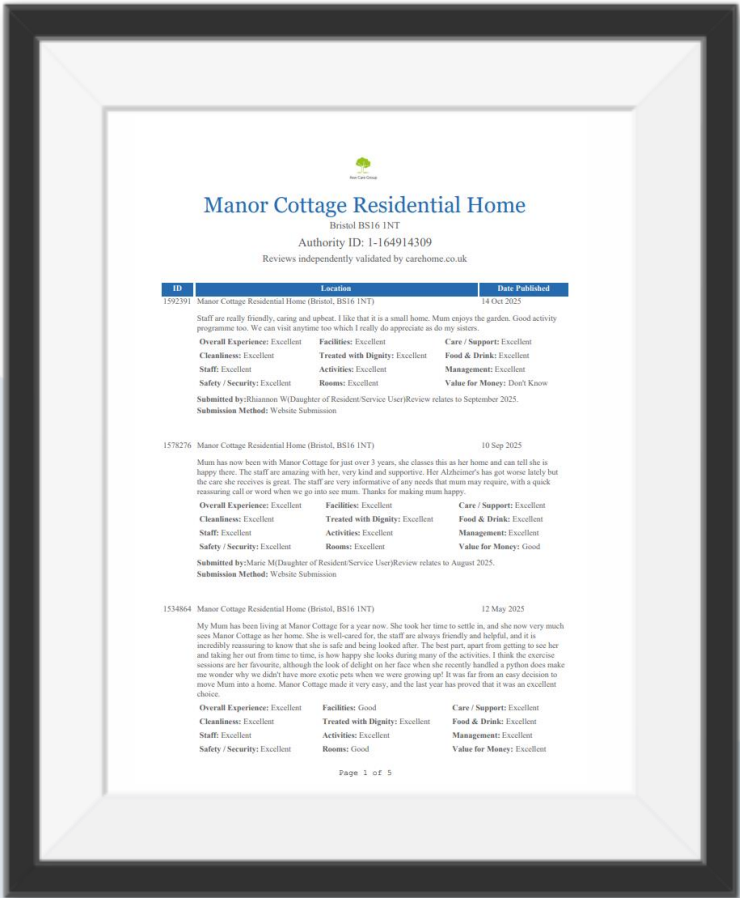


iPad in Reception



Social Media

Offline review tools



Review PDF



Review Score Certificate

Online review tools



Barchester Beaufort Grange
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from **£1,430 / week** | 74 Rooms
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Older Person Care Permanent Care Respite Care

- ✓ Residential Care
- ✓ Dementia Residential Care
- ✓ Nursing Care
- ✓ Dementia Nursing Care

90 photos 3 videos 133 reviews

9.9

"Excellent care, very friendly, nice food. My father is treated with dignity and respect he is very happy with the care he receives. The home..."

[Read all 133 reviews](#)

[Save](#) [View full details](#)

Reviews appear on your profile listing

carehome.co.uk Review Score for Barchester Beaufort Grange
9.9 133 reviews

★★★★★ 16 Jun 2026

A satisfactory settle to the care home system. Staff are amazing, well managed she's a fast problem...

Carole F (Resident)

★★★★★ 16 Jun 2026

My sister's quality of life overall has been transformed positively by the care and professionalism...

K J (Brother of Resident)

★★★★★ 28 Apr 2026

Maurice's care is excellent. The staff are kind and caring and treat Maurice with care and dignity...

H H (Wife of Resident)

★★★★★ 28 Apr 2026

Excellent care, very friendly, nice food. My father is treated with dignity and respect he is very...

L B (Son of Resident)

★★★★☆ 28 Apr 2026

Over-all the care providing staff were very good. They were able to laugh with those cared for...

R E (Respite Resident)

[Write a review](#) | [Read all 133 reviews](#)

Horizontal Review Widget



"The room was spacious, well fitted out and quiet."

M C (Respite Resident)



"The quality of care that my father receives is first class"

Sean G (Son of Resident)



"Mum, during her stay, was encouraged to take part in activities and joined a lovely friend network"

Anita B (Daughter of Resident)

Review Showcase

 **carehome.co.uk**
the leading care home review website

Barchester Beaufort Grange

9.9 carehome.co.uk Review Score
133 reviews

★★★★★
16 Jun 2026: Carole F (Resident)
A satisfactory settle to the care home system. Staff are amazing, well managed she's a fast problem...

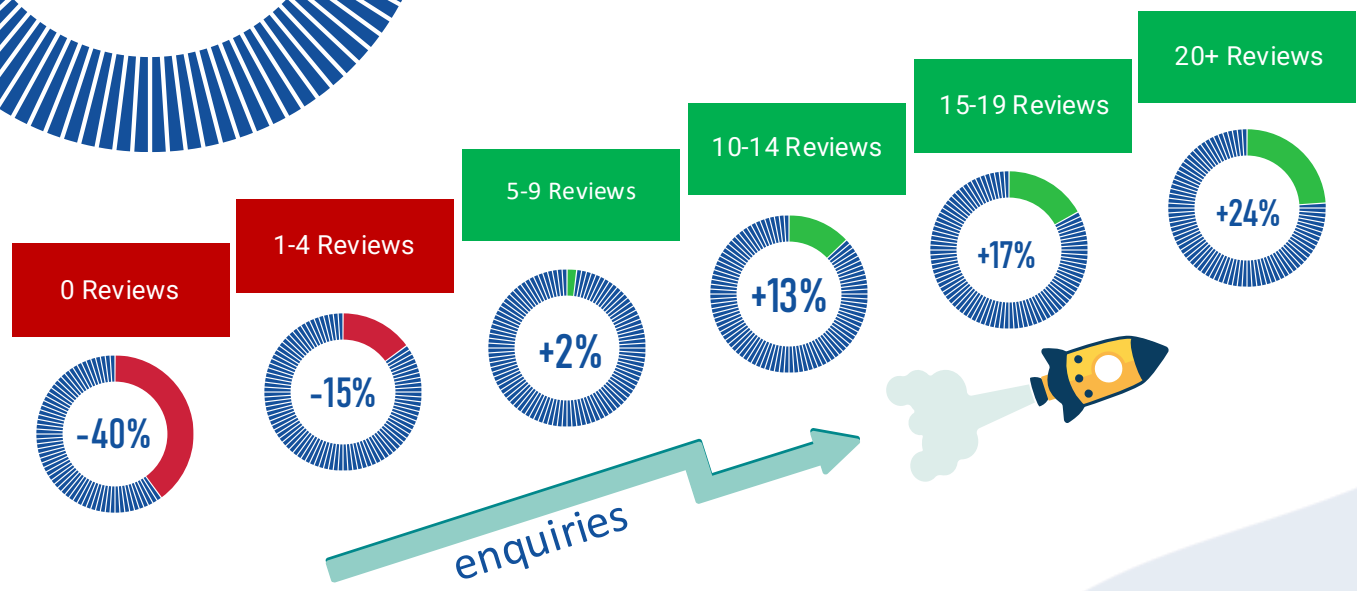
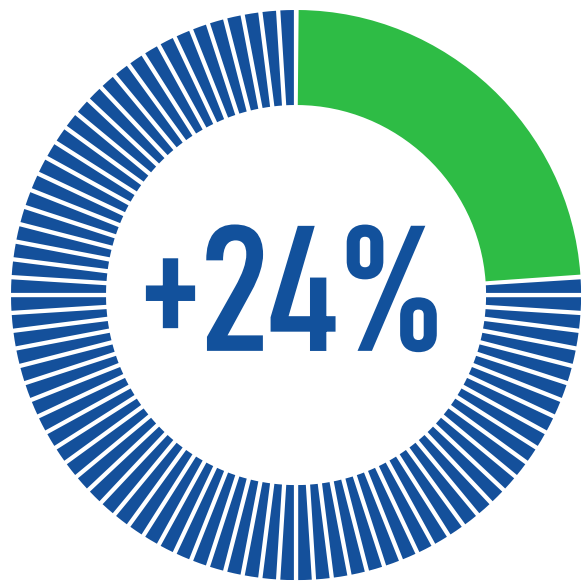
★★★★★
16 Jun 2026: K J (Brother of Resident)
My sister's quality of life overall has been transformed positively by the care and professionalism...

[Read all 133 reviews](#)

[Write a Review](#)

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Vertical Review Widget



Profiles with 20+ reviews get **24%** more enquiries than the site average



Care homes receiving one or two new reviews per month experience better care seeker engagement



Collecting more reviews will help you generate more enquiries

Our reviews score is based on ★★★★★ both review volumes and ratings

5pts based on
number of positive
reviews in the last 24
months

+

5pts based on
average rating of
reviews over last 24
months

=

10 Points

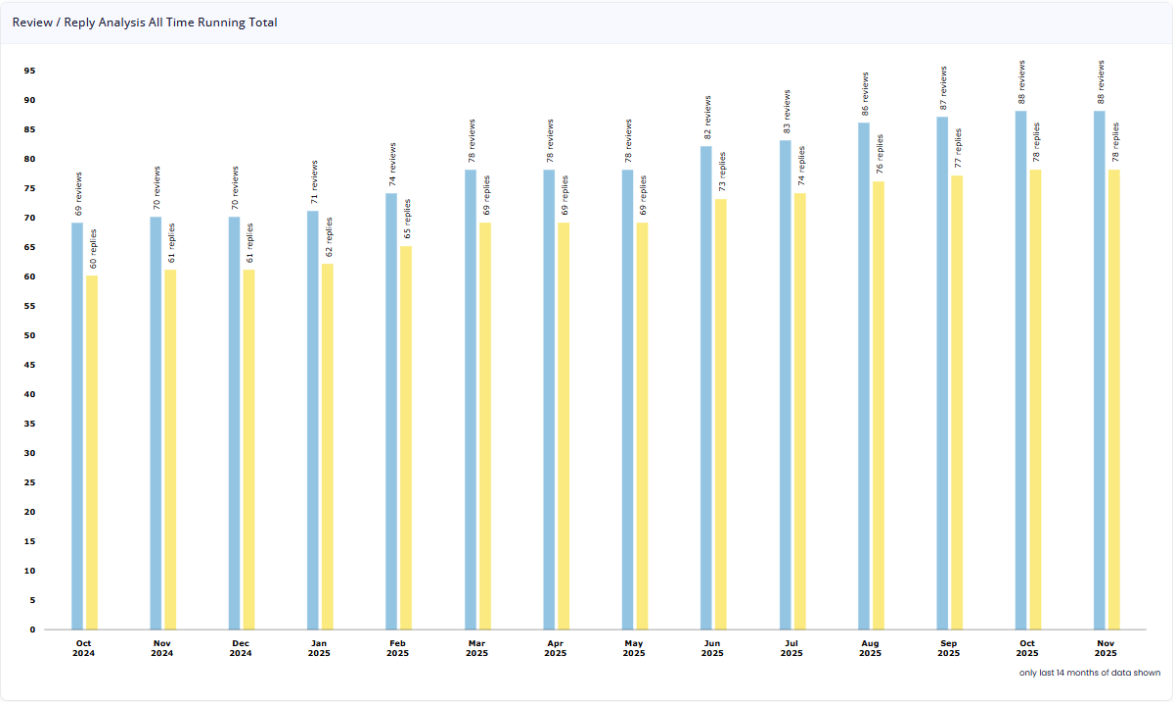
The maximum score of
10 is nice to have but
be realistic, everyone's
experience and
expectation is
different!



Added benefits of collecting more reviews



Review Insights – Review Score Analysis



Review Score Analysis

Review/Reply Analysis

All Time Average Rating Breakdown

CSV PDF

Setting	Number of Reviews	Overall Experience	Facilities	Core / Support	Cleanliness	Treated with Dignity	Food & Drink	Staff	Activities	Management	Safety / Security	Rooms	Value for Money
Madison Court Care Home (Care Home) St	88	4.91	4.72	4.95	4.85	4.95	4.84	4.95	4.77	4.94	4.90	4.77	4.81

Review Rating Analysis

At carehome.co.uk we go to great lengths to ensure reviews are **relevant, genuine and trusted**



REVIEW RECEIVED
Reviews are submitted on Review Cards or online by residents and their family and friends



VERIFICATION
Review Team checks the review is compliant with our Review Policy



COMPLIANT
Compliant reviews moved to Pending Publication. You are notified by email and the review is shown in your Portal



NON COMPLIANT
Incomplete/Non compliant reviews are not published. You are notified by email and the review is shown in your Portal

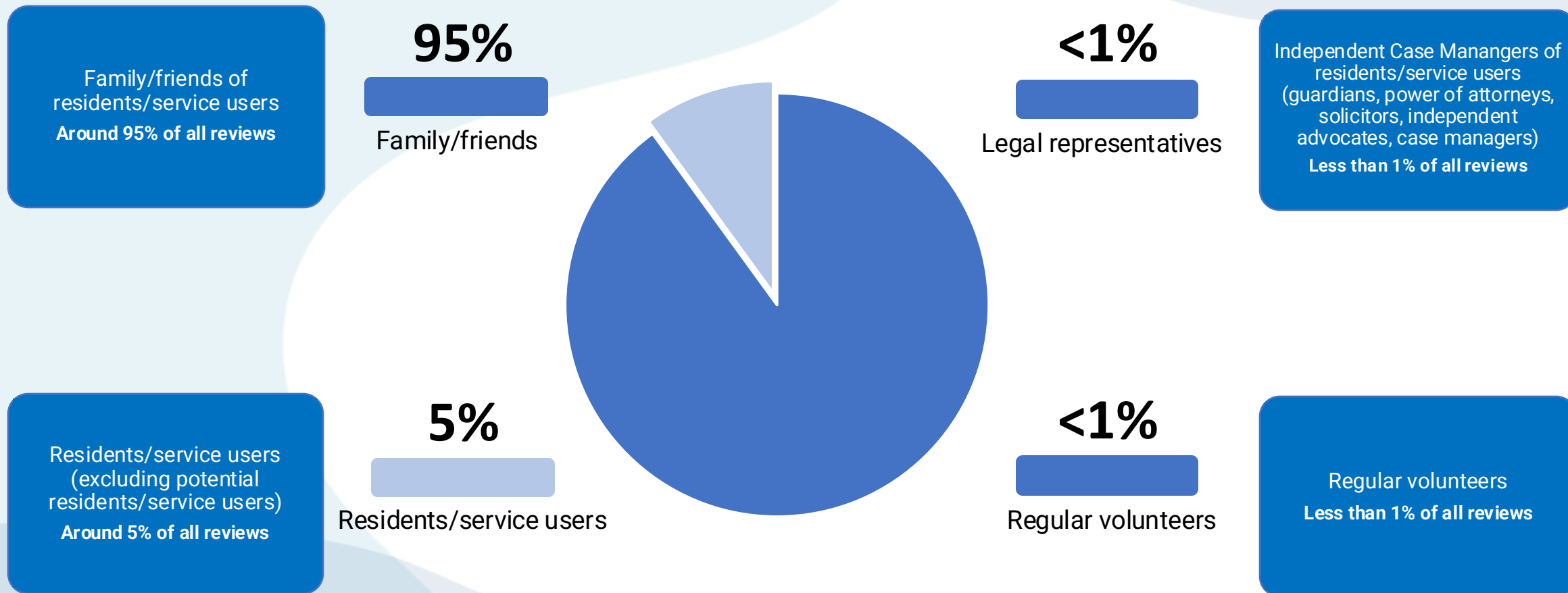


PUBLISHED
The review will automatically be published after 7 days. Alternatively, you can choose to publish Immediately with or without a reply



LIVE REVIEW
The Review is live on carehome.co.uk and shown in your Portal

Who can submit reviews..?



Who can't submit reviews..?

Anyone working for you:

- Members of staff
- Ex-members of staff (within the last 12 months)
- Owners
- Students
- Work experience participants

+ immediate family of the above

Anyone with a professional connection to the care provider or resident/service user e.g.

- Doctor
- Nurse
- Carer
- Therapist
- Hairdresser
- Entertainer
- Social workers etc

Anyone working or associated with a direct competitor

- Owner
- Member of staff

How else do we ensure reviews are unbiased?



No Incentives

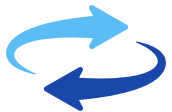
Care providers are not permitted to offer incentives, selectively solicit reviews or pressure reviewers to submit a positive review or remove a negative review.



No Staff Assistance

For reviews submitted on review cards, assistance can be given to service users by individuals with a valid connection e.g. their family/friends, their legal representatives or regular volunteers but not by staff members

For reviews submitted online, our general policy is not to permit assistance, and we require the named reviewer to directly submit the review.



Reviews must be submitted directly

We can't accept reviews if they are submitted on behalf of a resident or their family/friends. This includes copying in-house comment cards, letters or reviews from other websites and submitting them as reviews.

Coming Soon... a new look for carehome.co.uk



NEW BRAND
LAUNCH
COMING
SOON

- New updated branded review cards
- New review business cards
- Instructional video on generating reviews

REVIEWS WEBINAR



Takeaways

1

Reviews really matter to care seekers

2

More reviews means more care enquiries

3

Regularly ask for reviews - care seekers want to see recent reviews

4

Reviews improve your profile and help care seekers choose you

5

Try to respond to all reviews (both positive and negative)

6

It shows you are listening to service users and are constantly looking for ways to improve