Caring Britain

How home care reviews are shaping choice

Wednesday 4th November 2026

homecare.co.uk

Things we will cover today

1. Update on homecare.co.uk
2. The importance of reviews
3. Insights from our new “How home care reviews are shaping choice” report
4. Takeaways for Home Care providers

homecare.co.uk



homecare.co.uk is the leading destination for finding older person care

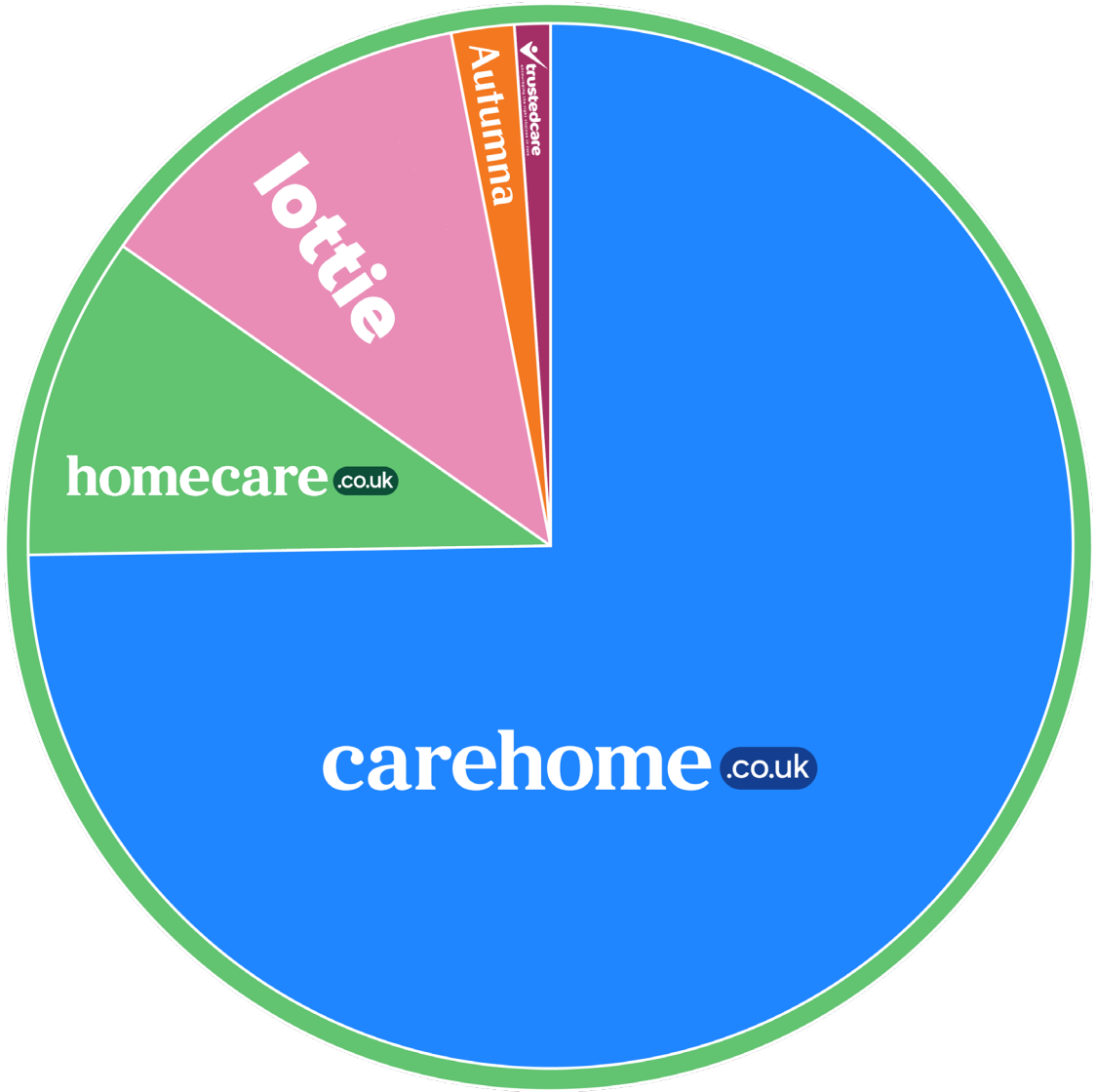
>80%

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

13,100+
home care providers

3M+
visits a year

1.3M+
datapoints



Source: Similarweb Oct 2025 – Sep 2026

homecare.co.uk: The go-to platform for home care reviews

3.5x

The number of review data points of our nearest competitor

Review from T S (Daughter of Client) published on 19 December 2019

Submitted via Website • Report

Overall Experience ★★★★★

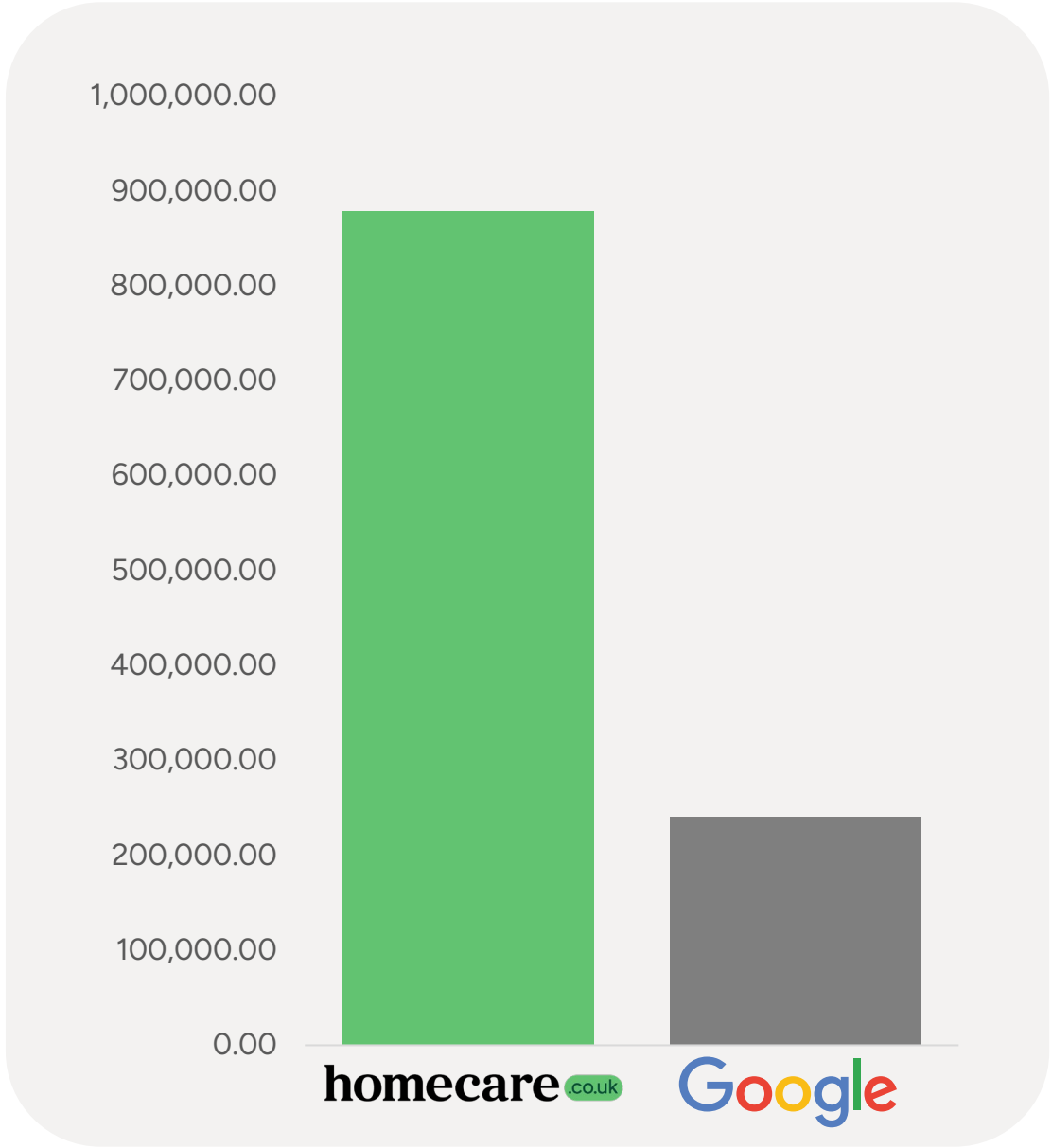
Having experienced the results to my Mum from a brief period of post-Hospital care provided with no continuity of care staff, I was delighted to find an agency that really understands the value of my Mum, seeing the same people coming to help her. They get to know her personality and how best to handle everyday situations in a way that benefits Mum not only physically but also mentally and emotionally. I was impressed that they asked for a brief history of my Mum's life so that during their visits they can chat over things that my Mum still remembers and enjoys talking about. I feel my Mum is being cared for as a whole person rather than just her physical needs. This, in turn, makes me feel very supported in my aims for my Mum's quality of life, and in my role caring for Mum. I feel I have people I can trust.

Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★☆

↪ **Reply from Adina Ursu,** at Crown Senior Care

Thank you very much, we will continue to do our best!

homecare.co.uk



August 2026

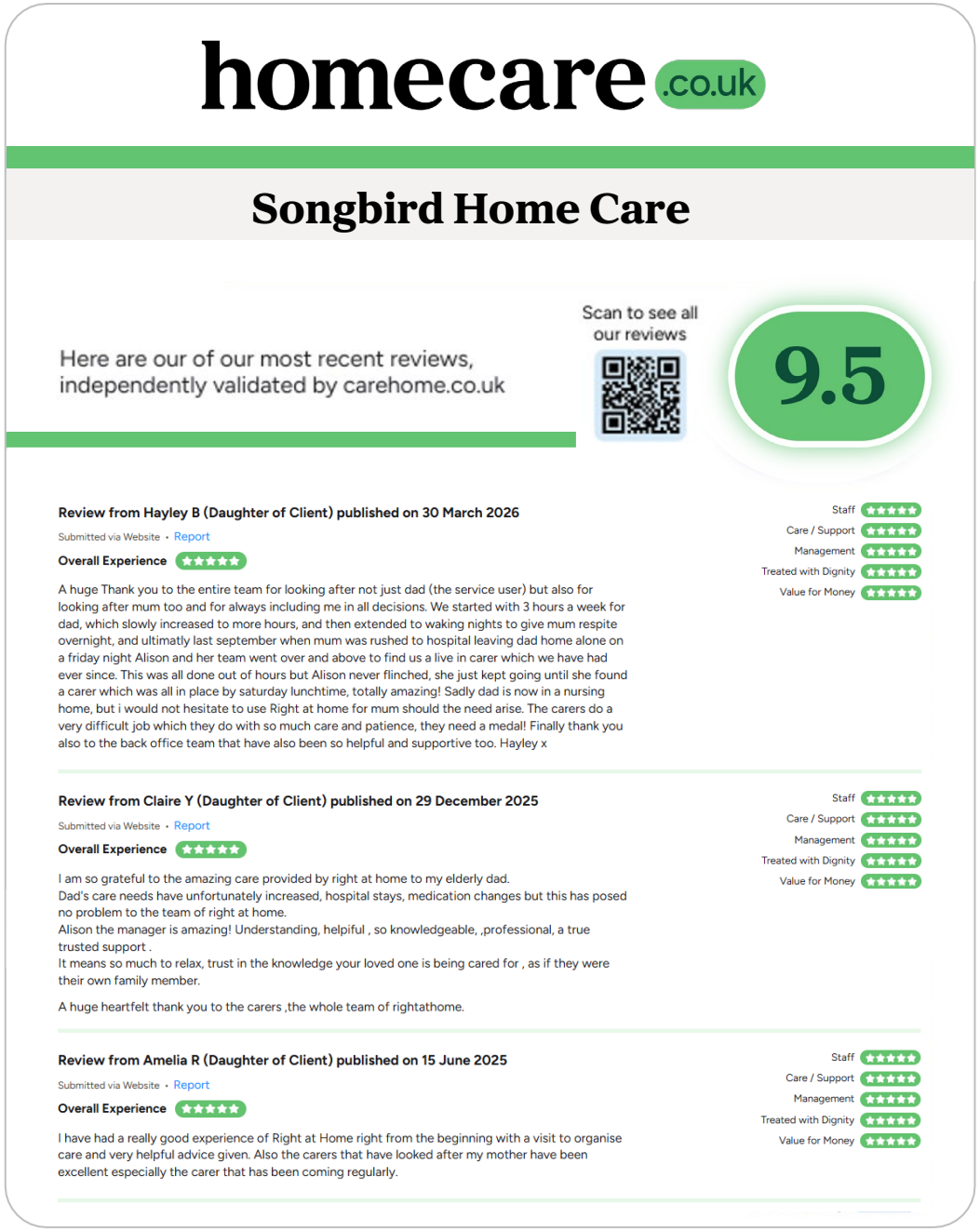
Hopefully you've all now seen our brand new homecare.co.uk





And a brand new Review PDF for every home care provider

- Showcases the reviews that your home care provider has collected in the last 2 years.
- A great asset to include in visitor packs for prospective residents.
- Available to download in your Portal now



homecare.co.uk

Songbird Home Care

Here are our of our most recent reviews, independently validated by carehome.co.uk

Scan to see all our reviews

9.5

Review from Hayley B (Daughter of Client) published on 30 March 2026

Submitted via Website • Report

Overall Experience ★★★★★

A huge Thank you to the entire team for looking after not just dad (the service user) but also for looking after mum too and for always including me in all decisions. We started with 3 hours a week for dad, which slowly increased to more hours, and then extended to waking nights to give mum respite overnight, and ultimatly last september when mum was rushed to hospital leaving dad home alone on a friday night Alison and her team went over and above to find us a live in carer which we have had ever since. This was all done out of hours but Alison never flinched, she just kept going until she found a carer which was all in place by saturday lunchtime, totally amazing! Sadly dad is now in a nursing home, but i would not hesitate to use Right at home for mum should the need arise. The carers do a very difficult job which they do with so much care and patience, they need a medal! Finally thank you also to the back office team that have also been so helpful and supportive too. Hayley x

Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★

Review from Claire Y (Daughter of Client) published on 29 December 2025

Submitted via Website • Report

Overall Experience ★★★★★

I am so grateful to the amazing care provided by right at home to my elderly dad.
Dad's care needs have unfortunately increased, hospital stays, medication changes but this has posed no problem to the team of right at home.
Alison the manager is amazing! Understanding, helpiful , so knowledgeable, ,professional, a true trusted support .
It means so much to relax, trust in the knowledge your loved one is being cared for , as if they were their own family member.

A huge heartfelt thank you to the carers ,the whole team of rightathome.

Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★

Review from Amelia R (Daughter of Client) published on 15 June 2025

Submitted via Website • Report

Overall Experience ★★★★★

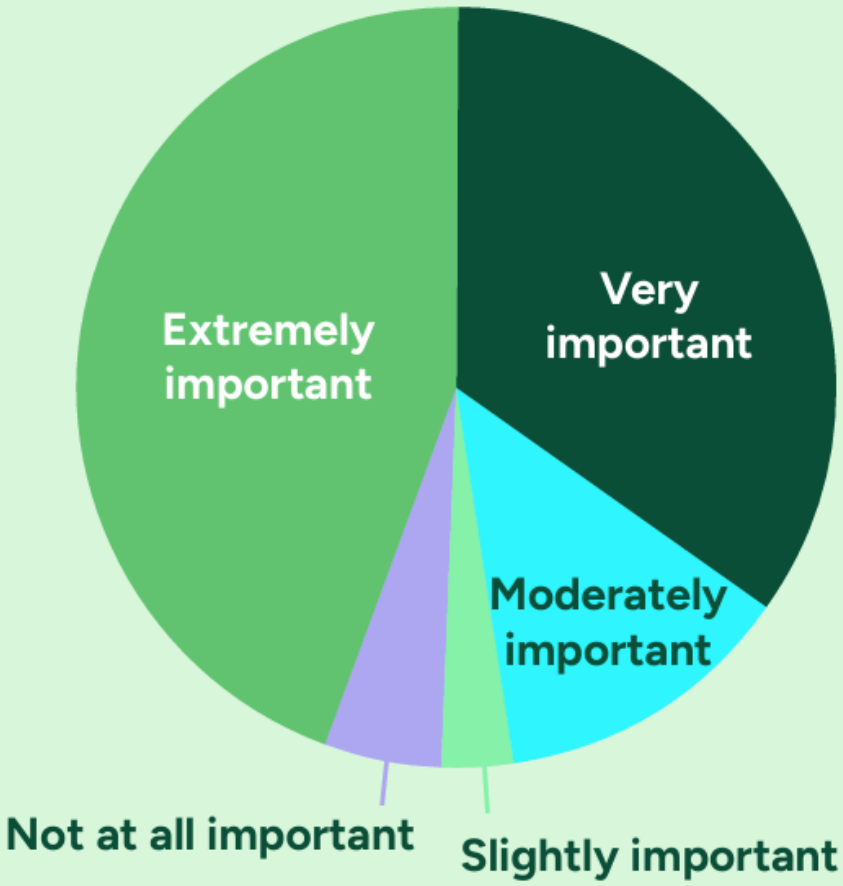
I have had a really good experience of Right at Home right from the beginning with a visit to organise care and very helpful advice given. Also the carers that have looked after my mother have been excellent especially the carer that has been coming regularly.

Staff ★★★★★
Care / Support ★★★★★
Management ★★★★★
Treated with Dignity ★★★★★
Value for Money ★★★★★

The importance of reviews



Home Care reviews are important to Care Seekers



How important were reviews on homecare.co.uk (sample of 396 care seekers)

45%

35%

5%

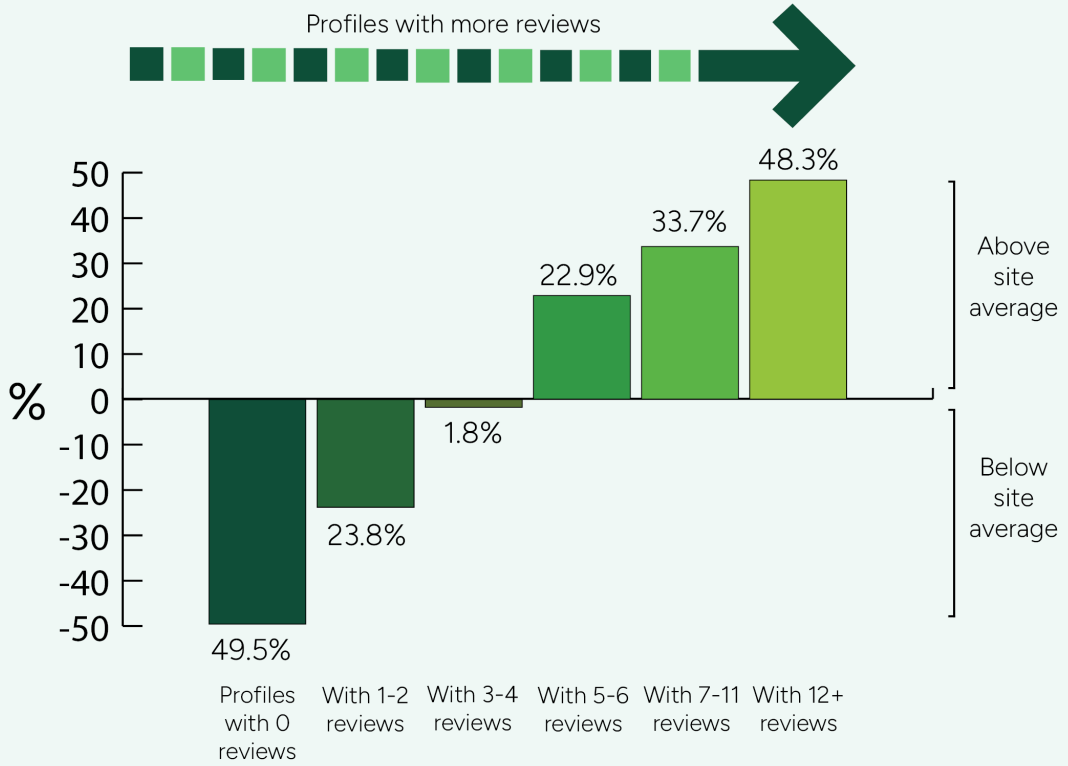
3%

13%

Home Care providers who collect more reviews generate more enquiries

Reviews and Enquiries

1-2 new reviews per month attracts more enquiries



Profiles with 12+ reviews get **48% more** enquiries than the site average

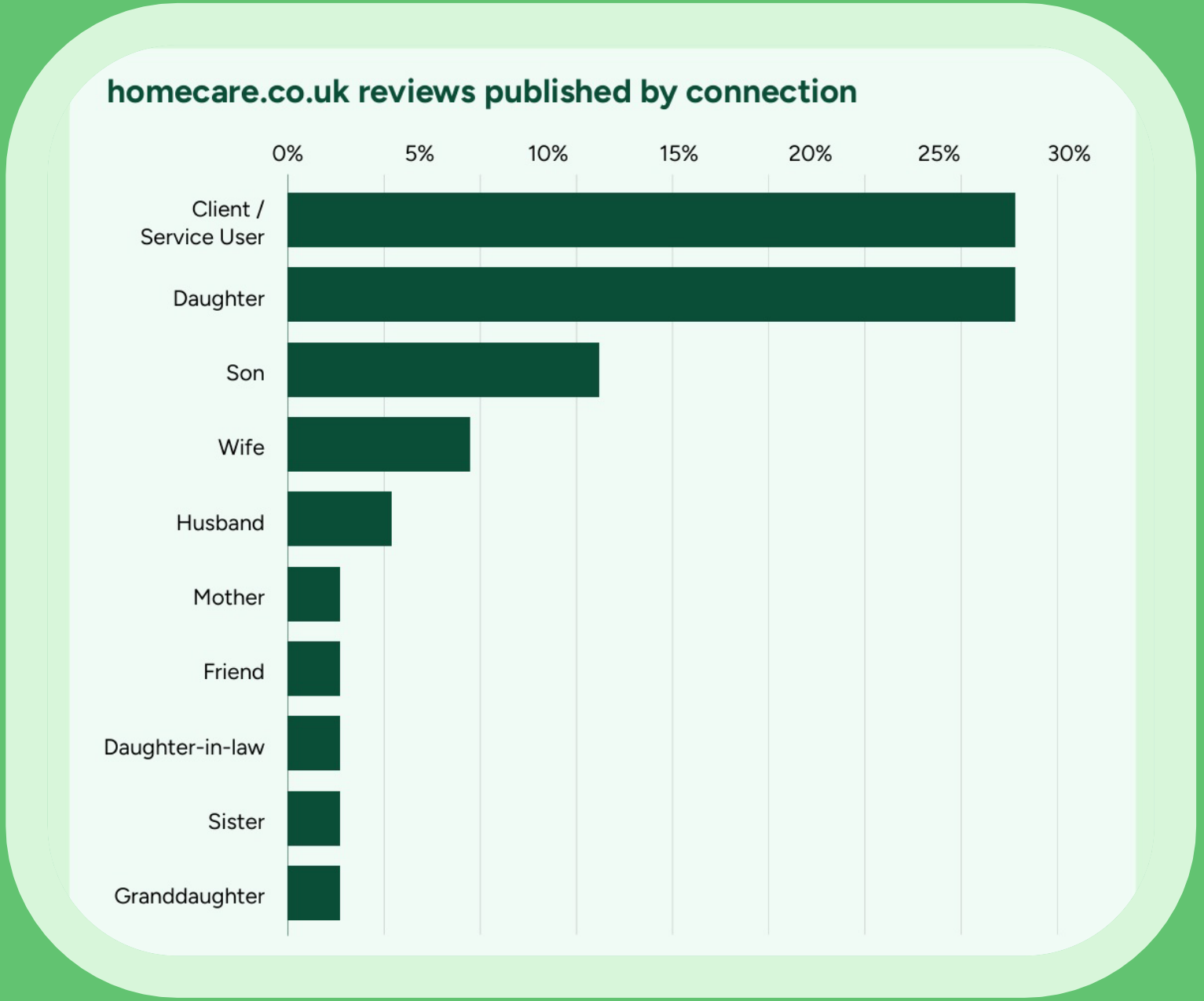
“Most families choose to purchase home care services from Carefound Home Care directly rather than through a local authority or NHS contract, so **trust matters enormously**.

“Actual reviews from our clients on homecare.co.uk help families find a provider they can rely on, and **gives them the confidence to invite our team into their home** at a time when they’re often at their most vulnerable.

Oliver Stirk
Managing Director, Carefound Group



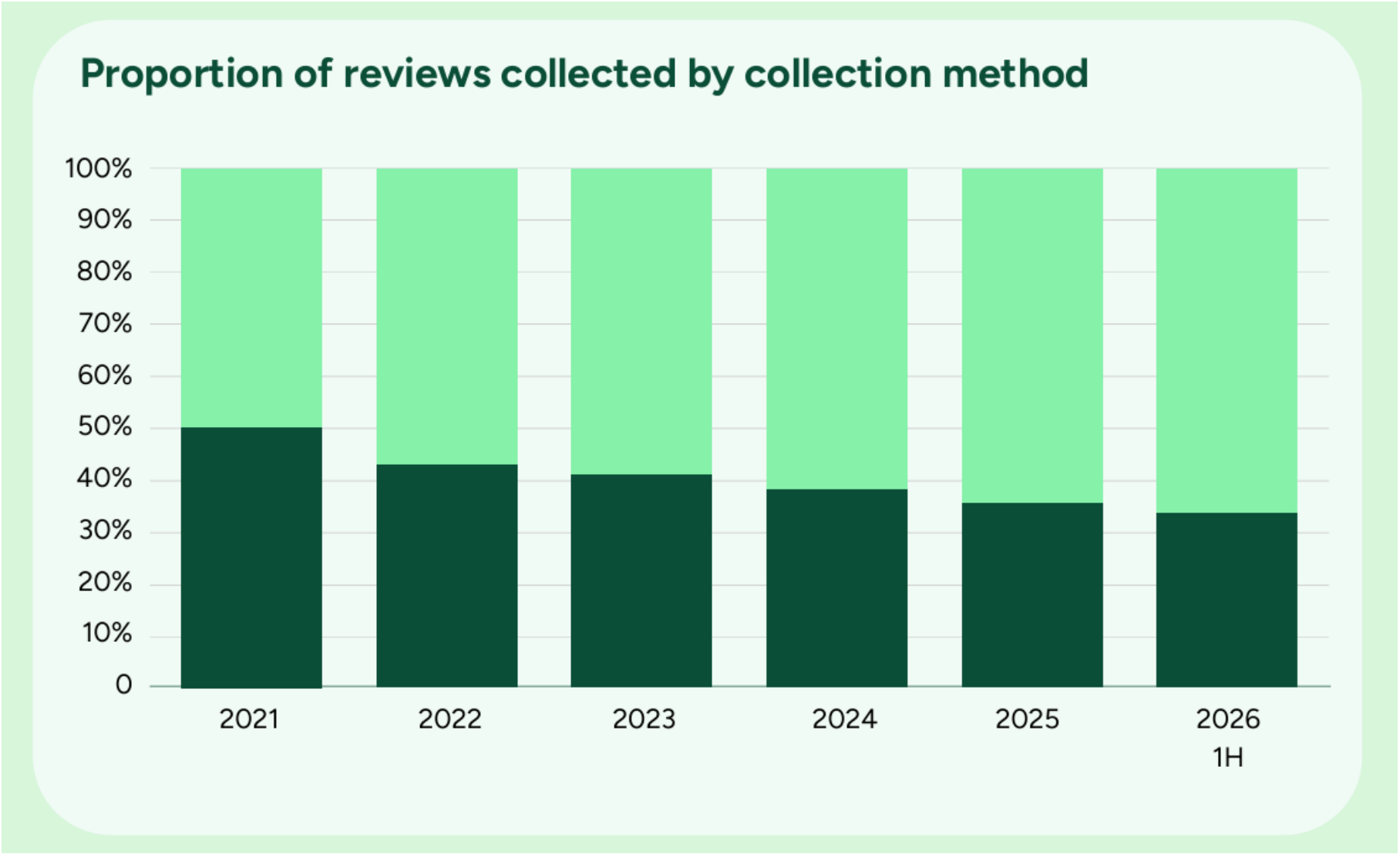
Daughters leave far more reviews than any other relative group to clients



Both reviews collected via cards and online are important

Online Review Cards

Postal Review Cards



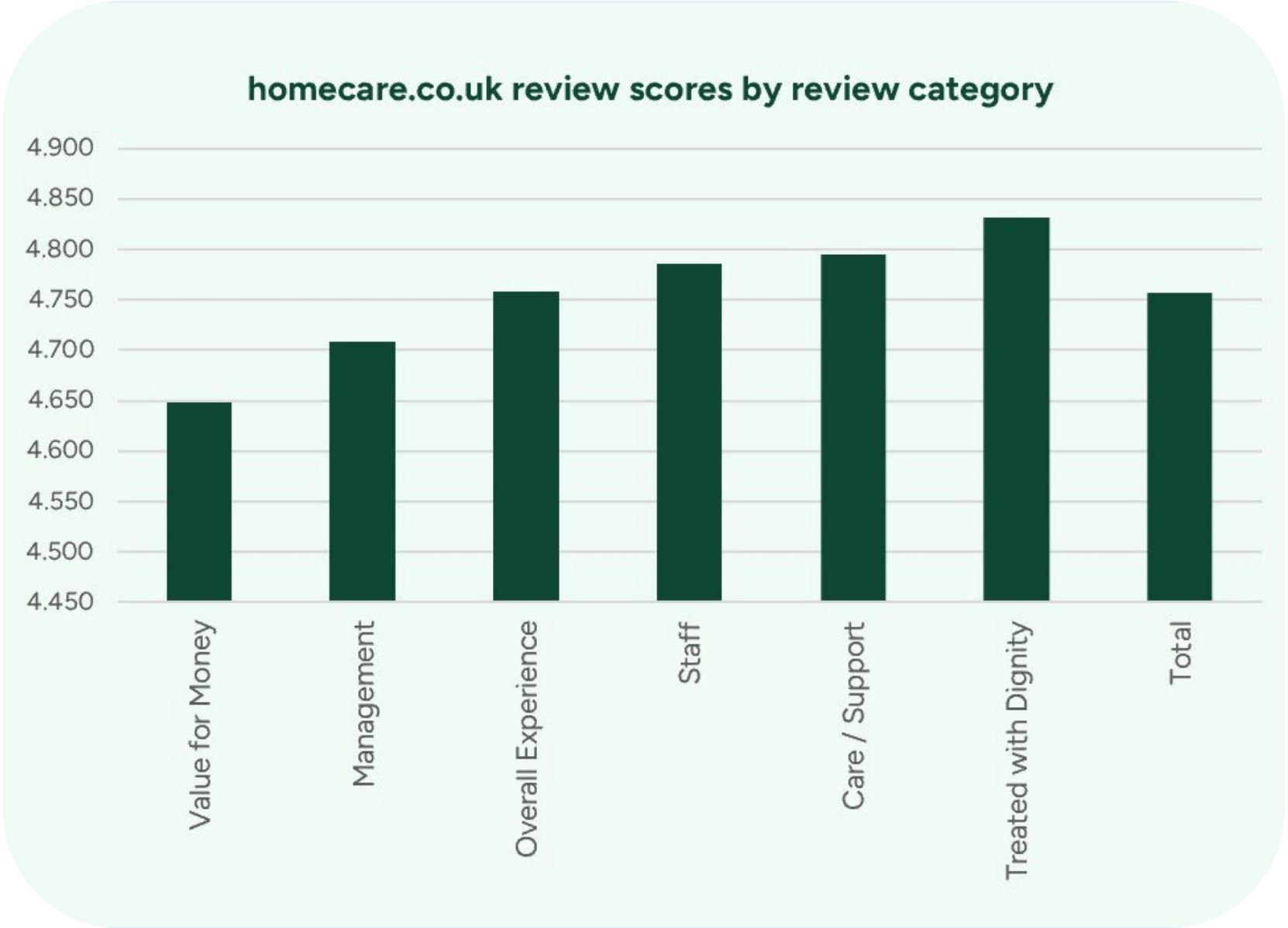
Insights from reviews



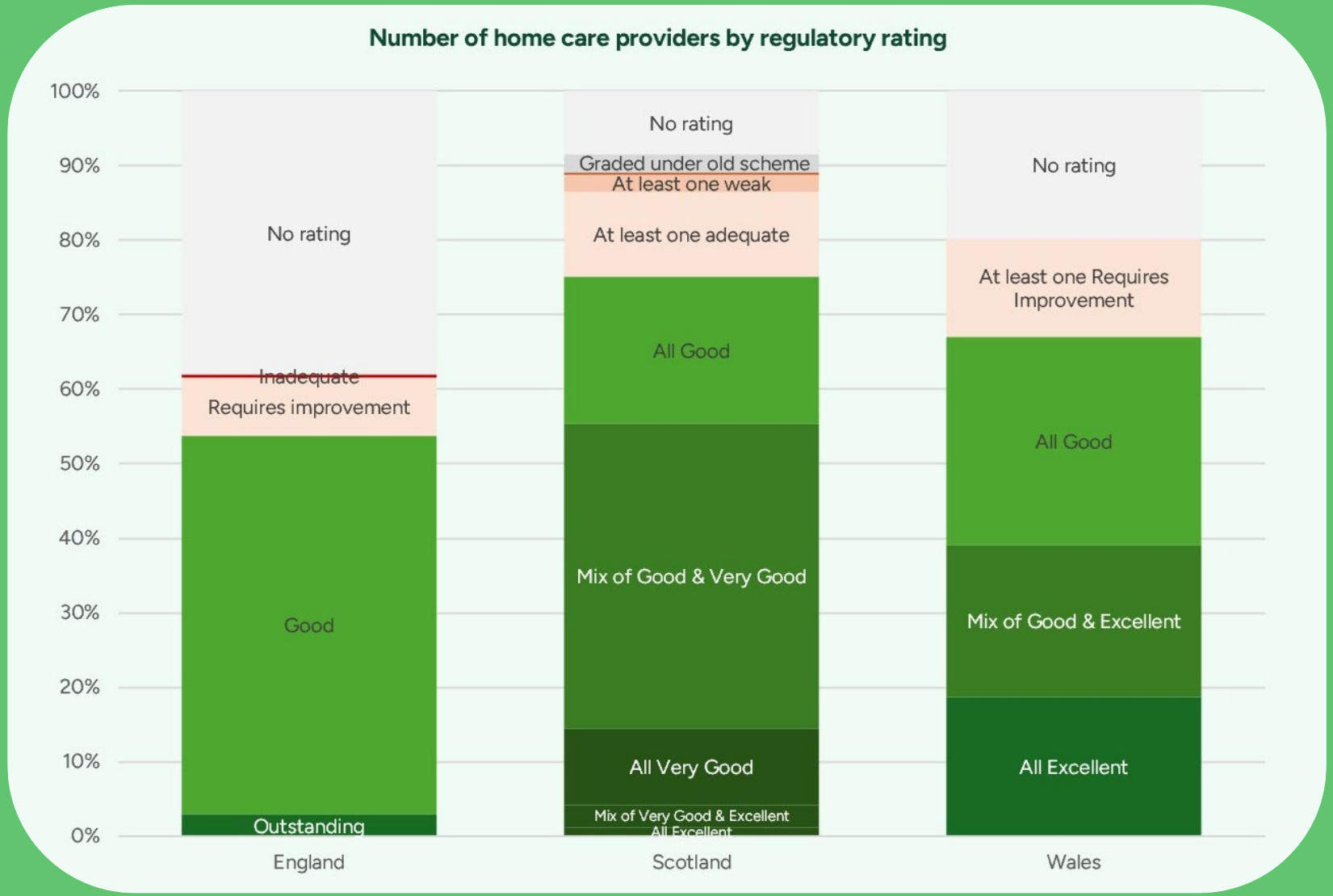
Carers are the most commonly cited positive aspect within Home Care reviews



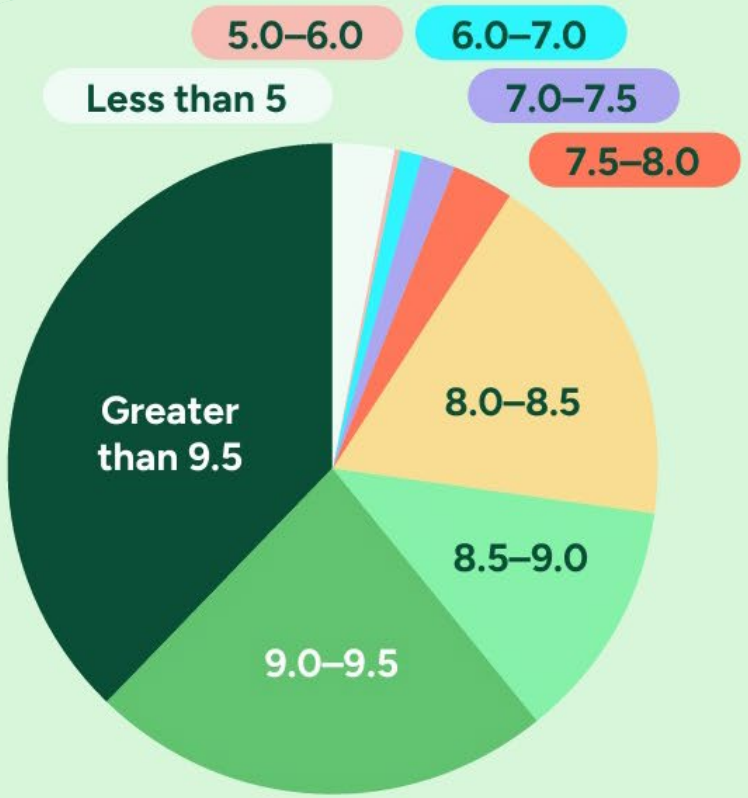
Value for Money and Management are the lowest rated aspects within Home Care reviews



Many home care providers in England have not been inspected by the CQC. Generally inspections show care provision to be good.



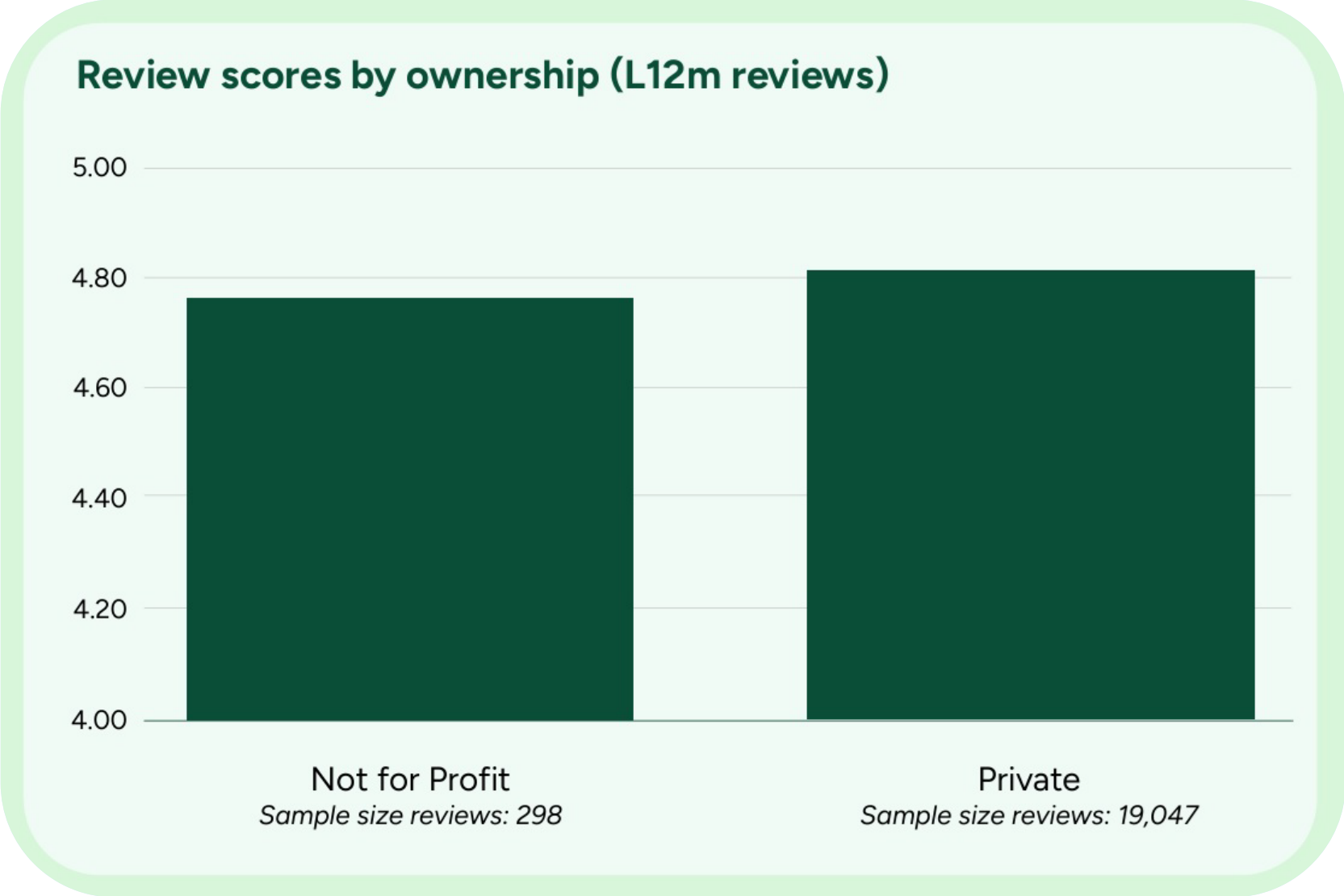
The majority of home care providers on homecare.co.uk have a review score of 8.5 or more



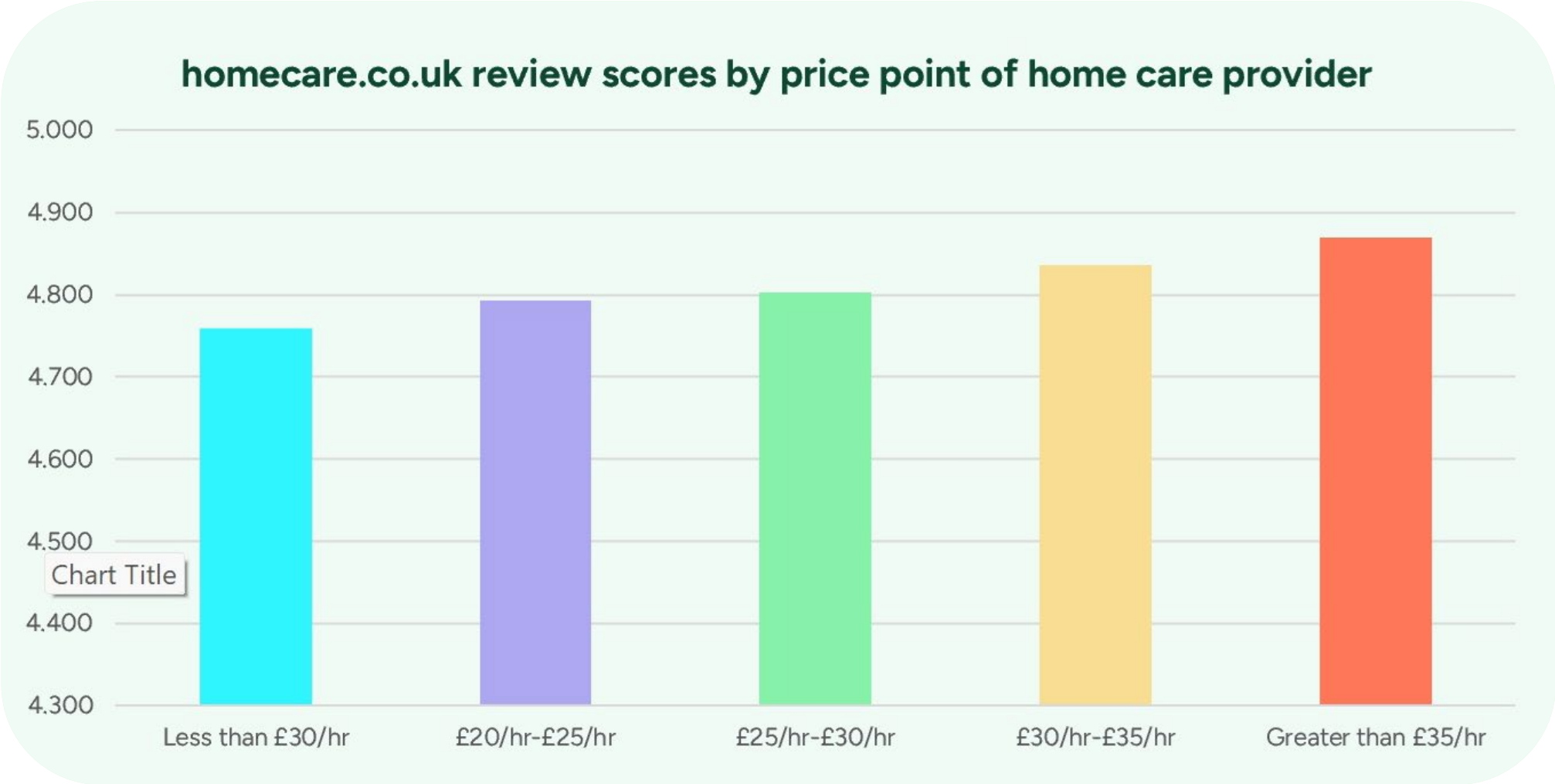
Number of home care providers by homecare.co.uk review rating (11th September 2026)

1,614
999
510
63
137
778
10
48
143

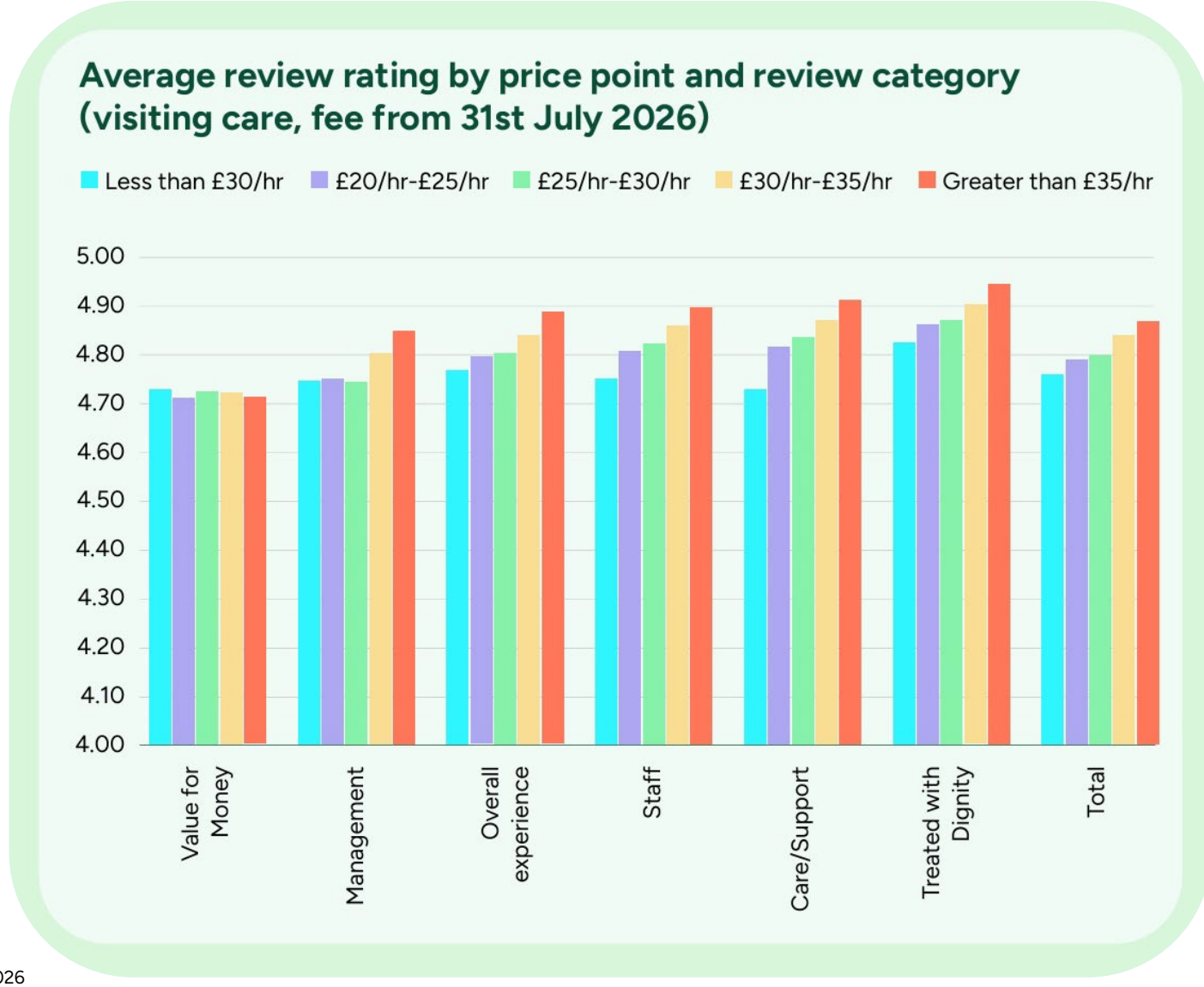
Both Private and Not for Profit Home Care providers are rated highly within reviews



Review scores increase for more expensive home care providers



The most expensive providers score highest across most categories



homecare.co.uk Award Winners score more highly than other home care providers and collect far more reviews





Award winners vs rest: review score and average number of reviews



“The Top 20 homecare.co.uk awards are particularly meaningful to us because they are based on the experiences and feedback of the people who know our care best, our clients and their families.

For our local teams, that recognition is a powerful reflection of the relationships they build and the quality of care they provide every day.

Ruth Brown
Managing Director, Home Instead UK & Ireland



Top 20 Large & Mid-size Home Care Group 2026 Winner

Coming soon: Our new homecare.co.uk awards



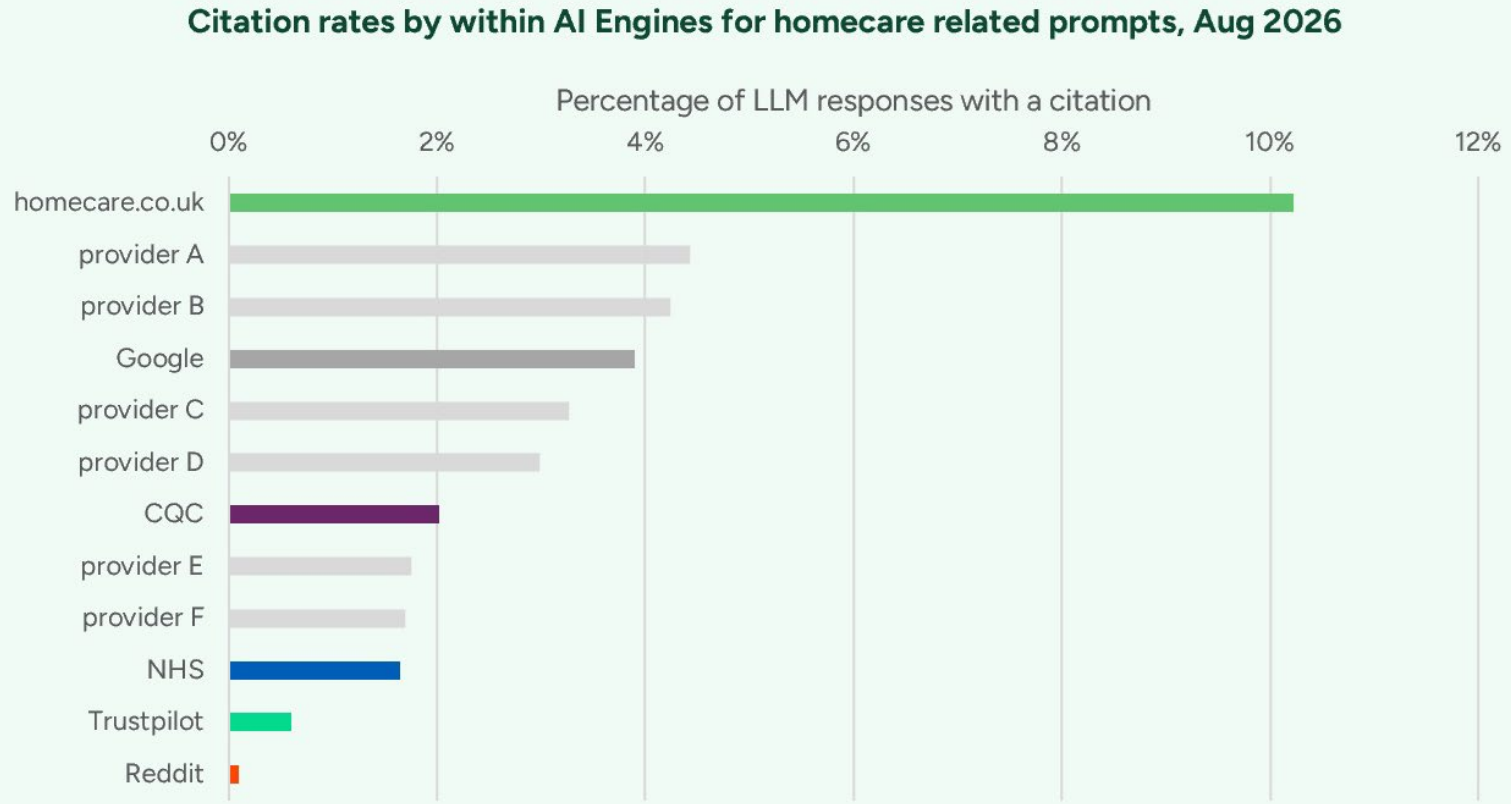
entries closing

Monday 31st May 2027

Homecare.co.uk is the most cited source for the best home care providers within LLMs

95%

of LLM prompt answers to “who are the top 3 home care providers in [location]”, collect reviews on homecare.co.uk



Takeaways



Key takeaways

- Reviews are very important to care seekers
- The majority of home care providers are rated highly: 65% over 9.0/10
- Great quality carers are what families notice the most
- Value for money and management are often rated the lowest
- Daughters leave far more reviews than other relatives
- Collecting reviews online and by cards are important
- Award winning home care providers collect 2.6x more reviews
- AI search engines are making reviews even more important





Thank-you