

BOOST ENQUIRIES 2026



| How to increase nursery enquires and utilise all the tools daynurseries.co.uk has to offer

Tom Hill



BOOSTING ENQUIRIES



What we will be covering today

1

What is most important to parents seeking nursery places?

2

How Profile Completeness will boost nursery enquires

3

Review Generation – profile visibility and care seeker engagement

4

Where can I track lead generation and care leads?

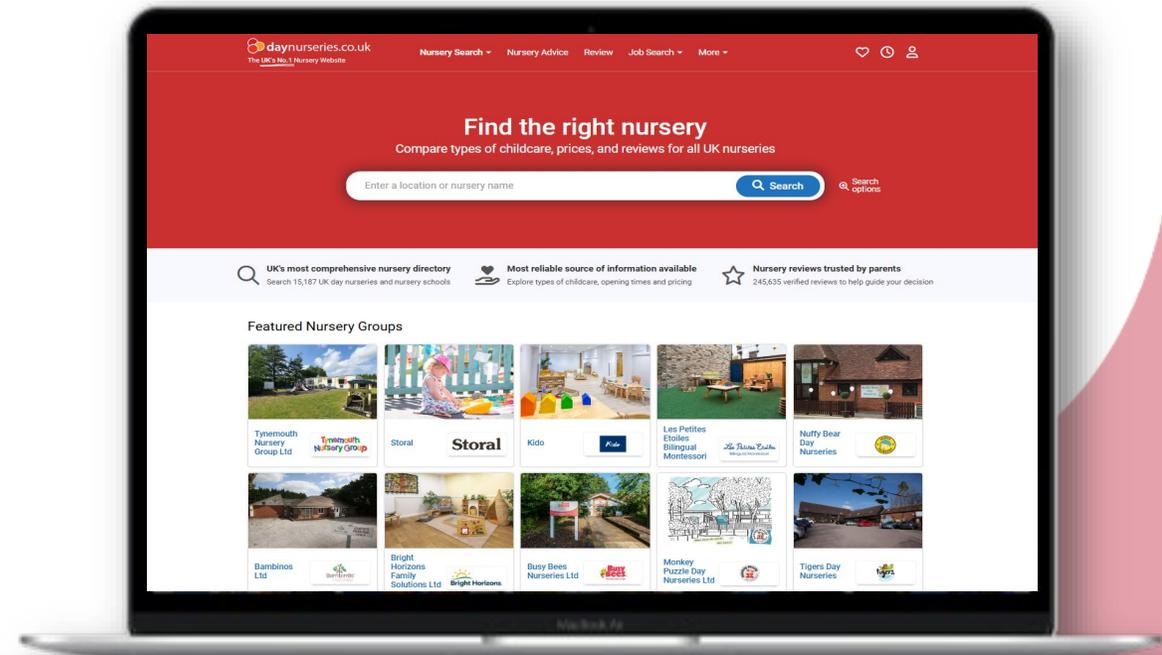
Daynurseries.co.uk is the leading website for helping parents find nursery places for their children



| 15,000+ Nurseries listed

| Over 2.5 million visits a year

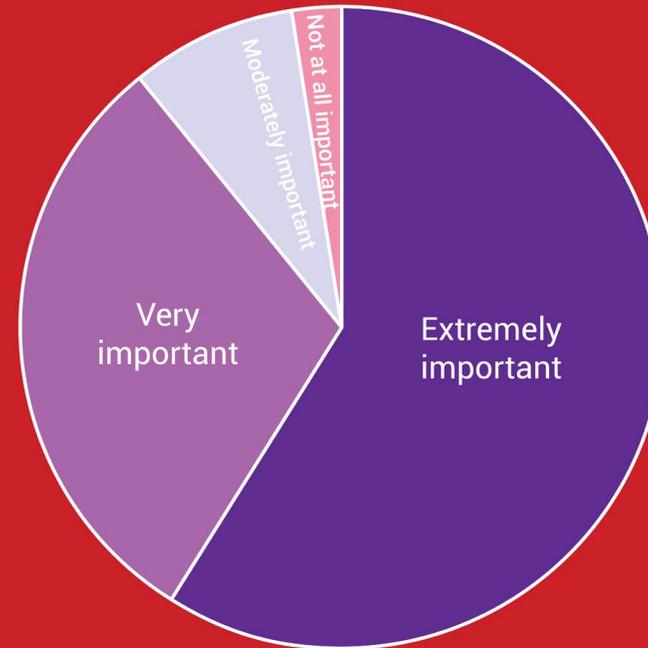
| Over 225,000 Reviews



daynurseries.co.uk is the leading website for helping parents looking for a nursery for their child

89%

of nursery seekers considered reviews to be '**extremely**' or '**very**' important when searching for a nursery



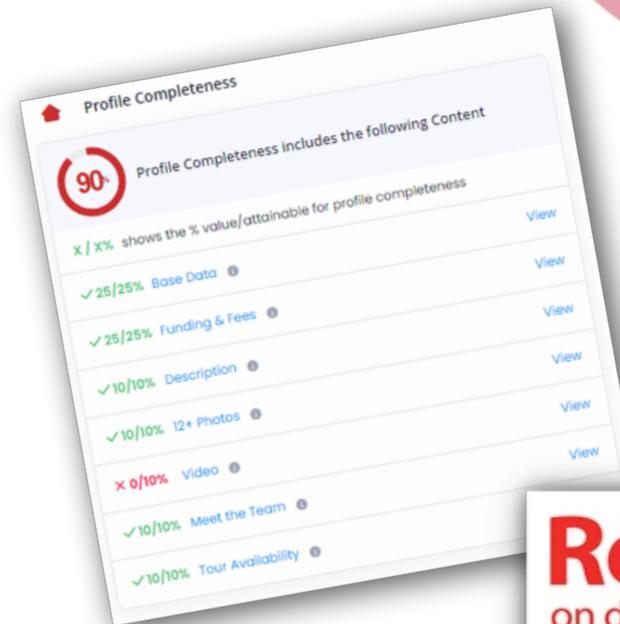
What is most important to parents?

- What nurseries are closest to me?
- Do they provide the right care for my child?
- Can we afford them?
- Day to day in the nursery– what does it look like?
- What do other parents think of the nursery?



How can you answer these questions with your daynurseries.co.uk profile?

- Detailed profile content
- Regular reviews from parents and guardians



Review us

on daynurseries.co.uk
the leading nursery review website



Please take a moment to leave a review for us on daynurseries.co.uk

- We welcome parents/individuals responsible for a child to submit reviews to daynurseries.co.uk
- Staff or people with a professional connection to the nursery cannot submit reviews even if they have a child at the nursery
- This is not a formal complaints procedure, for complaints contact the nursery or relevant regulatory authority
- Before publication, we check that all reviews comply with our Review Policy and we show all reviews to nurseries
- It can take up to 30 days for a review to be published or deemed non-compliant
- Reviews are published on daynurseries.co.uk and potentially other selected websites
- Our full Review Policy can be viewed on daynurseries.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@daynurseries.co.uk

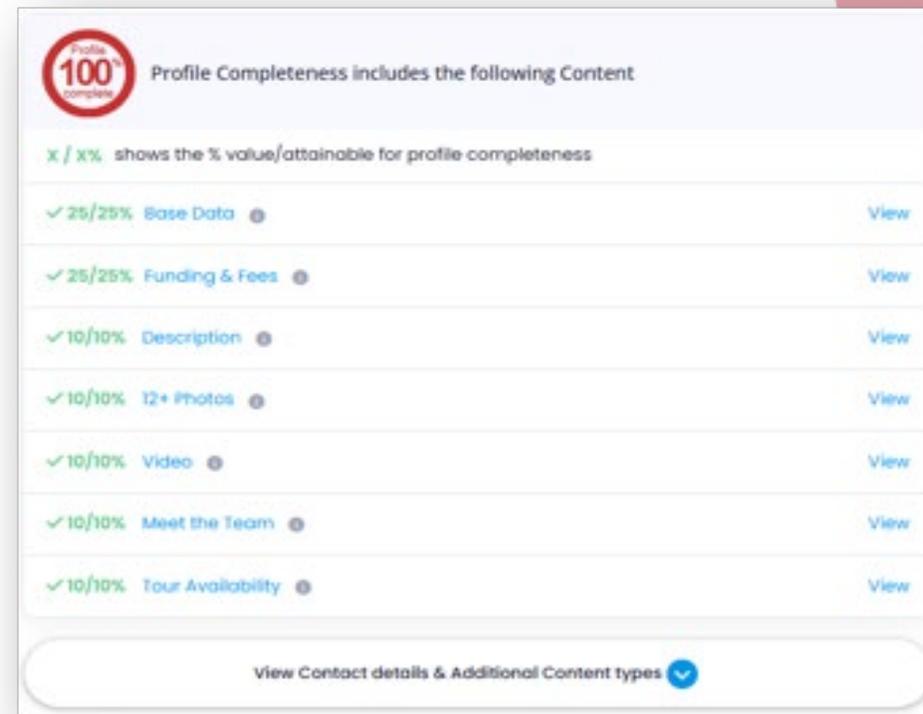
daynurseries.co.uk

Profile Completeness – Why is it important?

Profile Completeness helps you to prioritise:

- Key profile information required by parents when searching for a nursery for their child
- Important content that shows what day-to-day life is like for a child at your nursery

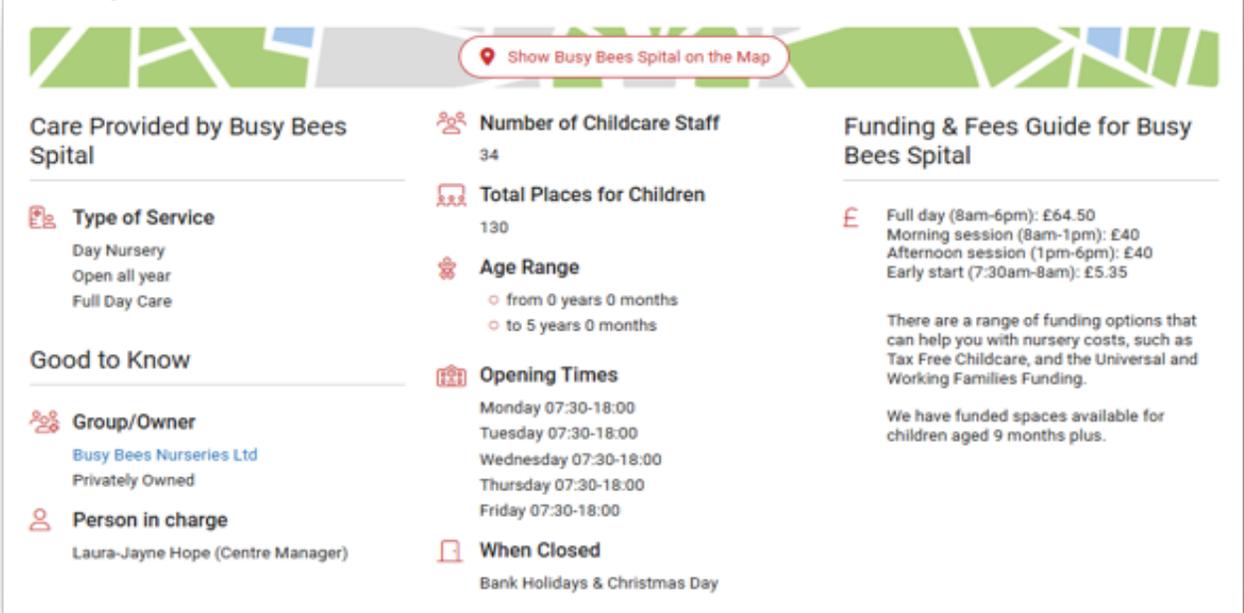
Profiles that are 100% complete perform better than those that are missing content or key information



The most important pieces of information for care seekers searching daynurseries.co.uk are...

Base Data

- Types of Service your Nursery offers
- Opening Times, including bank holiday closure dates
- Number of childcare staff
- Age range of children your Nursery takes
- Total number of places your Nursery holds



Map showing location of Busy Bees Spital. [Show Busy Bees Spital on the Map](#)

Care Provided by Busy Bees Spital

Type of Service
Day Nursery
Open all year
Full Day Care

Good to Know

Group/Owner
Busy Bees Nurseries Ltd
Privately Owned

Person in charge
Laura-Jayne Hope (Centre Manager)

Number of Childcare Staff
34

Total Places for Children
130

Age Range
• from 0 years 0 months
• to 5 years 0 months

Opening Times
Monday 07:30-18:00
Tuesday 07:30-18:00
Wednesday 07:30-18:00
Thursday 07:30-18:00
Friday 07:30-18:00

When Closed
Bank Holidays & Christmas Day

Funding & Fees Guide for Busy Bees Spital

£ Full day (8am-6pm): £64.50
Morning session (8am-1pm): £40
Afternoon session (1pm-6pm): £40
Early start (7:30am-8am): £5.35

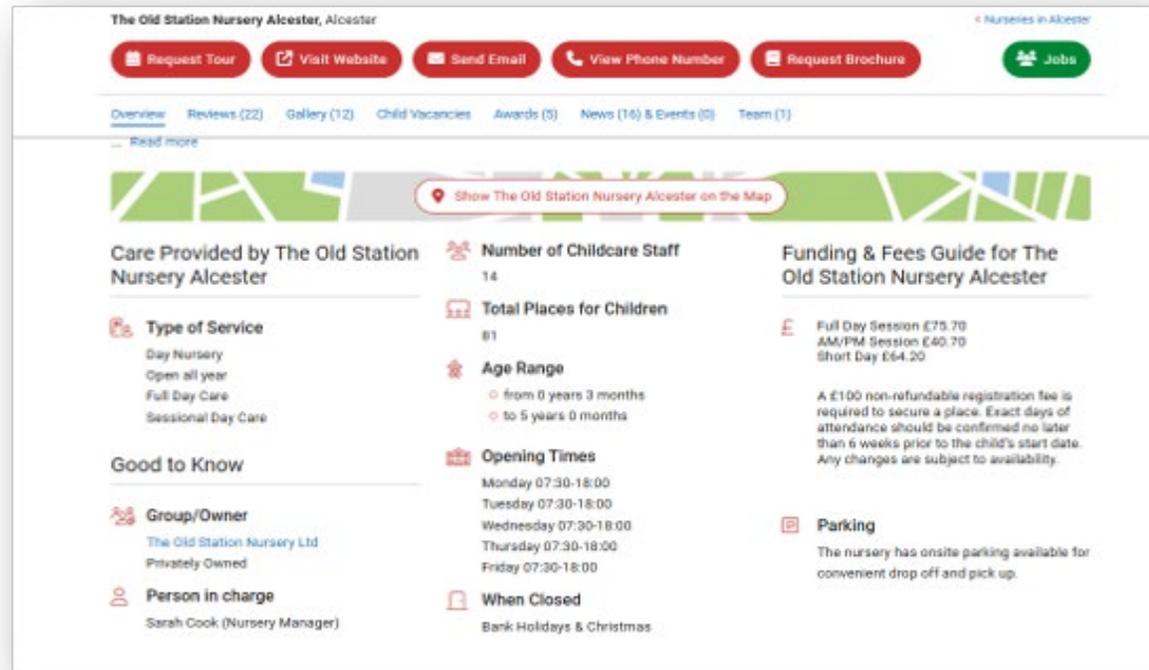
There are a range of funding options that can help you with nursery costs, such as Tax Free Childcare, and the Universal and Working Families Funding.

We have funded spaces available for children aged 9 months plus.

The most important pieces of information for care seekers searching daynurseries.co.uk are...

Funding & Fees

Funding information immediately identifies whether the nursery is suitable, financially and Fees information helps to make informed decisions at the point of entry.



The Old Station Nursery Alcester, Alcester

Request Tour Visit Website Send Email View Phone Number Request Brochure Jobs

Overview Reviews (22) Gallery (12) Child Vacancies Awards (5) News (16) & Events (0) Team (1)

Read more

Show The Old Station Nursery Alcester on the Map

Care Provided by The Old Station Nursery Alcester

Type of Service

- Day Nursery
- Open all year
- Full Day Care
- Sessional Day Care

Good to Know

Group/Owner

The Old Station Nursery Ltd

Privately Owned

Person in charge

Sarah Cook (Nursery Manager)

Number of Childcare Staff

14

Total Places for Children

81

Age Range

- from 0 years 3 months
- to 5 years 0 months

Opening Times

Monday 07:30-18:00

Tuesday 07:30-18:00

Wednesday 07:30-18:00

Thursday 07:30-18:00

Friday 07:30-18:00

When Closed

Bank Holidays & Christmas

Funding & Fees Guide for The Old Station Nursery Alcester

Full Day Session £75.70

AM/PM Session £40.70

Short Day £64.20

A £100 non-refundable registration fee is required to secure a place. Exact days of attendance should be confirmed no later than 6 weeks prior to the child's start date. Any changes are subject to availability.

Parking

The nursery has onsite parking available for convenient drop off and pick up.

Then bring your profile to life!

Now for the rest of the important aspects of your carehome.co.uk profile...

- **A Description** – Everything and anything you want parents to know about your nursery
- **12+ Photos/Videos** – Your nursery practitioners in action and all the fun activities that takes place each day!
- **Meet the Team** – Introduce your staff!
- **Tour booking availability** – Allow parents to come check-out your nursery in person



Full daynurseries.co.uk profiles

Image out of Focus

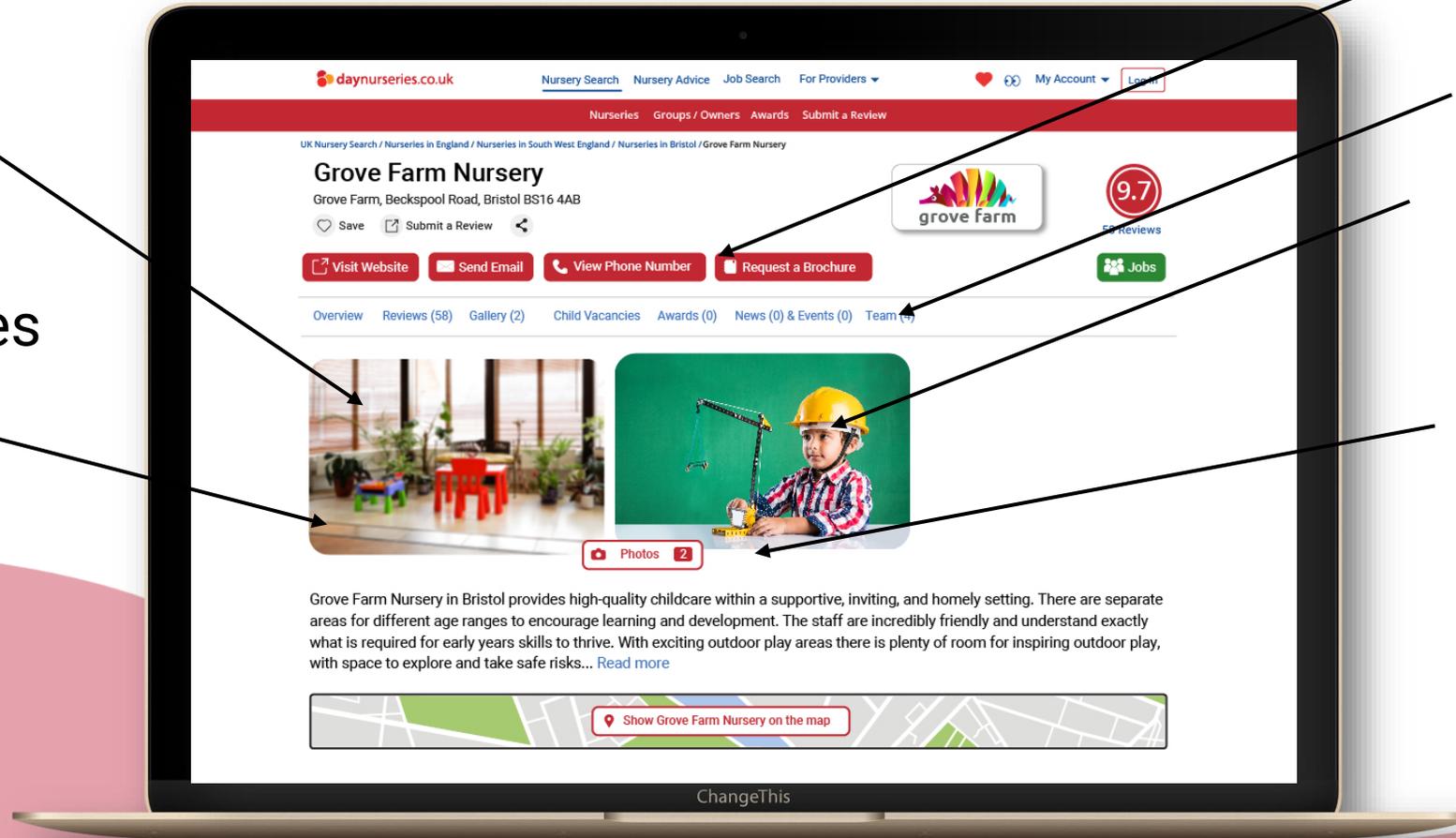
Only 2 Pictures

No Tour Button

No Staff Listed

Stock Image

No Videos



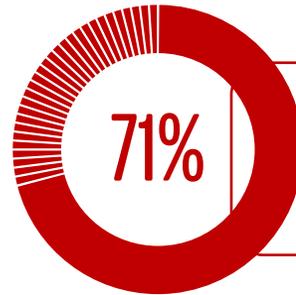
Full daynurseries.co.uk profiles – Looking good!

A complete profile shows a nursery seeker...

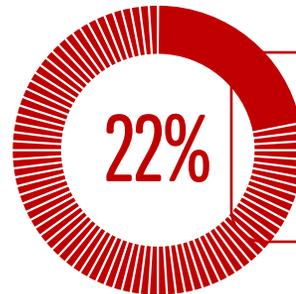
- Fees information
- Photos & video(s)
- Nursery Staff profiles (Meet the Team)
- Logo
- Tour booking availability
- Awards, news/press releases & events
- Type of childcare provided
- Description
- Reviews



Parents see reviews as critical information when choosing a nursery



71% of consumers read online reviews when researching businesses.



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

Source: envisagedigital.co.uk

Parents want genuine reviews from other parents with children in nursery

- Build trust and transparency
- Provide insight into everyday lived experience of your nursery
- Hold nurseries accountable and encourage improvement when necessary
- Shows a nursery is willing to be seen, judged and improved
- Reduce risk when making such a big decision in placing their child into a nursery



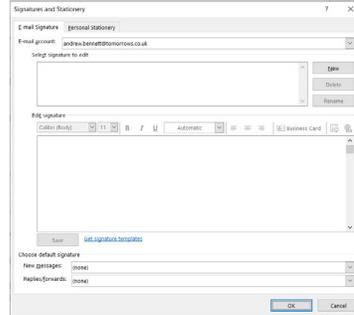
Effective ways to help you collect reviews



WhatsApp



Review Card



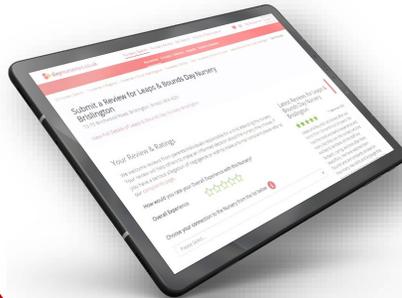
Email Footer



QR Code Poster



Email Invitation



iPad in Reception



Social Media

Online review tools

Bright Horizons Southam Day Nursery and Preschool

St James Road, Southam CV47 0LY



94 reviews **10**

TOP 20 AWARDS 2025

"Our first child finished Southam Bright Horizons in August 2025 and is enjoying school life. The nursery played a huge part in..."

Read all 94 reviews

Save View full details

Location Type Day Nursery

Bright Horizons Southam Day Nursery and Preschool has provided childcare in Southam for over 21 years and has recently been awarded 'Outstanding' by Ofsted (November 2022). Bright Horizons received the Royal Society for the Prevention of Accidents...

Read more about Bright Horizons Southam Day Nursery and Preschool >

Type of Nursery Day Nursery Open all year Full Day Care Sessional Day Care 75 Places

Reviews appear on your profile listing

Review from Samantha C (Mother of Child) published on 15 December 2025

Submitted via Website • Report

Overall Experience ★★★★★

Our first child finished Southam Bright Horizons in August 2025 and is enjoying school life. The nursery played a huge part in supporting, teaching and preparing for the transition. Thank you all! We had no hesitation in sending our second child who started in September 2025 and has settled in lovely and has made great connections with the Staff and loves the food! Very lucky to have such a fantastic nursery on our doorstep!

Reply from Amanda Barlow, The Parent Team at Bright Horizons Southam Day Nursery and Preschool

Thank you for your lovely feedback! We're delighted both your children have had such positive experiences and feel so settled.

- Facilities / Outside Space ★★★★★
- Learning ★★★★★
- Resources / Equipment / ICT ★★★★★
- Care ★★★★★
- Activities ★★★★★
- Staff ★★★★★
- Food / Nutrition ★★★★★
- Management ★★★★★
- Cleanliness ★★★★★
- Safeguarding ★★★★★
- Value for Money ★★★★★

Reviews on profile

9.5 daynurseries.co.uk Review Score for Storal

4,630 reviews of the settings belonging to Storal

★★★★★ 4 Mar 2026

Our Granddaughter loves her time at nursery and has so much fun. Always showing us her songs she...

review of Children 1st Grantham Nursery School by K P (Grandmother of Child)

★★★★★ 4 Mar 2026

Our children LOVE childrens 1st, they are thriving! Staff are incredible, they really go the...

review of Children 1st Grantham Nursery School by Katie P (Mother of Child)

★★★★★ 4 Mar 2026

Such a fantastic nursery! The staff are warm, supportive and genuinely caring. Our child loves his...

review of Children 1st Plumtree Nursery School by N D (Mother of Child)

★★★★★ 1 Mar 2026

My daughter started at this nursery in January 2026, after some successful breaking in days. It is...

review of Children 1st Chesterfield Nursery School by Dan H (Father of Child)

★★★★★ 28 Feb 2026

My son (nearly 4) only started in January 2026 due to his old nursery closing. He has come on...

review of Children 1st Main Street Nursery School by Kelly R (Mother of Child)

Displaying our 3, 4 & 5 star reviews

Write a review | Read all 4,630 reviews

Horizontal Review Widget

daynurseries.co.uk

the leading nursery review website

Les Petites Etoiles Bilingual Montessori

9 daynurseries.co.uk Review Score

92 reviews of the settings belonging to Les Petites Etoiles Bilingual Montessori

Vertical Review Widget

Offline review tools

Review PDF



Review Score Certificate



Have you activated Call Insights yet?

- ✓ Every call tracked, recorded, and categorized
- ✓ Nursery place leads confirmed via email with summary and recording link
- ✓ Easy to access call data and logs through the Control Panel

Activate Call Insights [Learn More](#)

Call Insights Benefits:

- **Improve enquiry conversion:** Track and refine your approach based on clear, actionable data from each call.
- **Gain insights into phone enquiries:** Monitor every care enquiry phone call made through your care home profile, gaining in-depth care seeker insights with verified call leads.
- **Receive confirmation of all call enquiries:** Never miss an enquiry! Get a complete overview of all calls received, including detailed recording, transcripts and call data - perfect for staff training and improving call handling skills.

[View our Call Insights FAQ](#)

First Name *

Last Name *

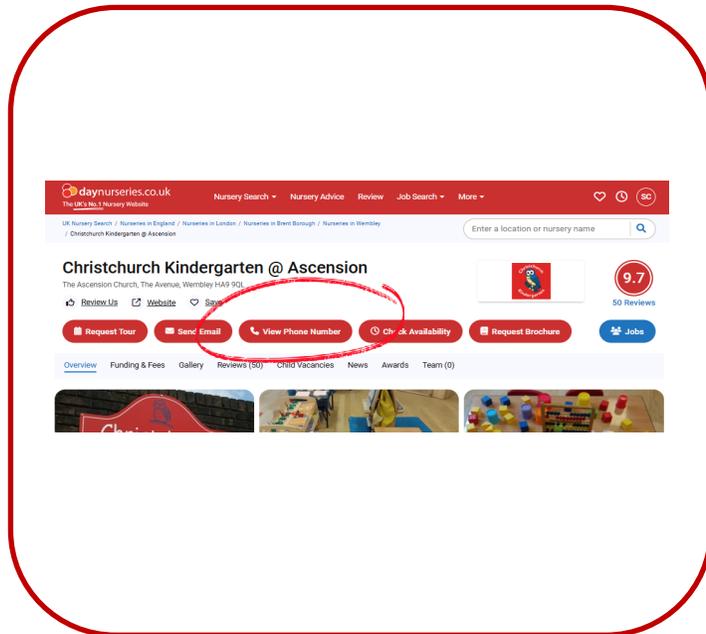
Email *

Job Title *

I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#)

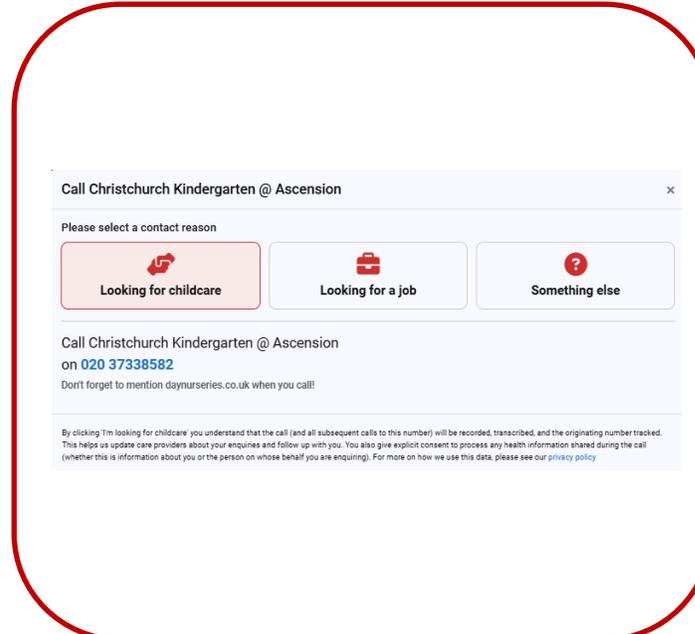
[Activate](#)

Call Insights – what we provide:



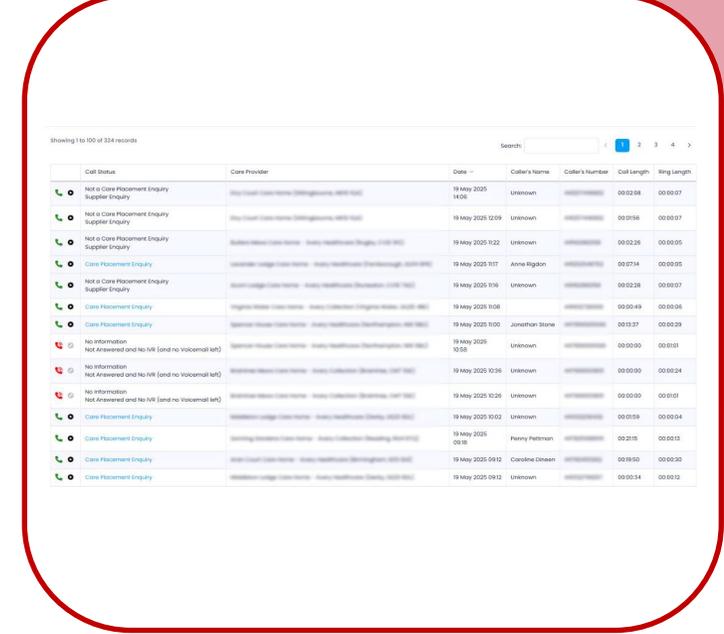
Telephone number assigned to your profile

- Local number displayed to those selecting "I'm looking for a nursery place"
- Connects caller seamlessly to the existing number registered with daynurseries.co.uk
- No noticeable difference to caller or recipient



Care enquires verified & emailed to you

- Care enquiry notifications sent to your usual email address
- Summary of call included in email
- Link to recording of call for training / follow up purposes



Call Status	Care Provider	Date	Caller's Name	Caller's Number	Call Length	Ring Length
Not a Care Placement Enquiry Supplier Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 14:08	Unknown	0002:08	00:00:07	
Not a Care Placement Enquiry Supplier Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 12:09	Unknown	00:01:56	00:00:07	
Not a Care Placement Enquiry Supplier Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 11:22	Unknown	00:02:28	00:00:05	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 10:17	Anne Elgdon	00:07:14	00:00:05	
Not a Care Placement Enquiry Supplier Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 11:16	Unknown	00:02:28	00:00:07	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 11:08	Unknown	00:00:48	00:00:06	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 11:00	Jonathan Stone	00:03:27	00:00:29	
No information Not Answered and No IVR (and no voicemail left)	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 10:58	Unknown	00:00:00	00:01:01	
No information Not Answered and No IVR (and no voicemail left)	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 10:36	Unknown	00:00:00	00:00:24	
No information Not Answered and No IVR (and no voicemail left)	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 10:26	Unknown	00:00:00	00:01:01	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 10:02	Unknown	00:01:59	00:00:04	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 09:18	Henry Pittman	00:02:05	00:00:13	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 09:12	Caroline Dineen	00:01:50	00:00:30	
Care Placement Enquiry	Ascension Childcare (Ascension Church, The Avenue, Wembley HA9 9GL)	19 May 2025 09:12	Unknown	00:00:34	00:00:12	

Call Log

- No missed leads. Every call is logged, even if the call was missed.
- Simple follow-up. Anyone can pick up the thread with full caller details.
- Everything in one place. No more handwritten notes or forgotten voicemails.

Summary: Why Nurseries are turning on Call Insights

Confirmation of telephone care enquiries straight to your Inbox – the best way to ensure no nursery place enquiry is missed

Improved enquiry conversion – in-depth understanding of your enquiries and how best to handle them

Overview of all telephone care enquiries – recordings, written summaries and call breakdowns of all telephone care enquiries are automatically generated

Call Log Breakdown

- Access to a 'Verified Care Leads Log' section on your Control Panel
- Comprehensive overview of all calls received
- Detailed breakdowns and key call data

It's free! – included within all subscriptions and completely free to use

Types of Nursery enquires

 Request Tour

 View Phone Number

 Send Email

 Check Availability

 Request Brochure

BOOST ENQUIRIES 2026 WEBINAR



Takeaways

1

daynurseries.co.uk is the UK's most popular nursery listing website

2

Profile Completeness is a great guide to ensure parents notice and visit your profile

3

Take a look at your profile and think about it from parent's perspective – is it achieving what you want it to achieve?

4

Reviews improve your profile and help care seekers choose you

5

More reviews means more enquiries!

6

Call Insights: Don't risk missing out on telephone enquires

Reach out to your Account Manager for additional help or further information...

A screenshot of the Day Nurseries.co.uk dashboard for 'Kids Planet Adswood'. The dashboard shows a review score of 9.6, 48 published reviews, and a profile completeness of 100%. A bar chart shows 8 reviews in the last 12 months. A 'Your Account Manager' pop-up window is overlaid on the right side of the dashboard.

Call Insights **new** included in your subscription | Improves enquiry conversion | Gain insights into phone enquiries [Learn more / Activate](#)

daynurseries.co.uk **Contact your account manager Tom Hill**

Kids Planet Adswood
Current Subscription: Enhanced | Upgrade Subscription | View profile page

Hi Sam Cleoro

Review Score
9.6
[Review Score Breakdown >](#)

All Reviews
48
[Published Reviews >](#)

Reviews requiring action
0 Reviews Pending Publication >
0 Recent Reviews with no Reply >

Profile Content
Profile Completeness includes the following Content
x / x% shows the % value/attainable for profile completeness

- ✓ 25/25% Base Data [View](#)
- ✓ 25/25% Funding & Fees [View](#)
- ✓ 10/10% Description [View](#)
- ✓ 10/10% 12+ Photos [View](#)
- ✓ 10/10% Video [View](#)
- ✓ 10/10% Meet the Team [View](#)
- ✓ 10/10%

A higher number of recent reviews will likely result in more leads; we recommend aiming for at least 1 review per month

Kids Planet Adswood has 8 reviews in the last 12 months

Month	Reviews
Mar 2025	0
Apr 2025	1
May 2025	0
Jun 2025	0
Jul 2025	0
Aug 2025	4
Sep 2025	0
Oct 2025	0
Nov 2025	0
Dec 2025	2
Jan 2026	1
Feb 2026	0
Mar 2026	0

[View Reviews Overview](#)

[View all options for Generating Reviews and Showcasing your Reviews](#)

[Support Centre](#)

Your Account Manager

Tom Hill

Any questions, please contact your Account Manager, **Tom Hill**

tom.hill@tomorrows.co.uk
01488 644830 | [Request a Call Back](#)

A circular profile picture of Tom Hill, the Account Manager, smiling.