

Generate More Reviews Today



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

Sam Cleere



Build Trust With Reviews



What we will be
covering today

1

What is most important to parents seeking nursery places?

2

The role of genuine reviews in decision-making for parents

3

Best practices for generating and responding to reviews.

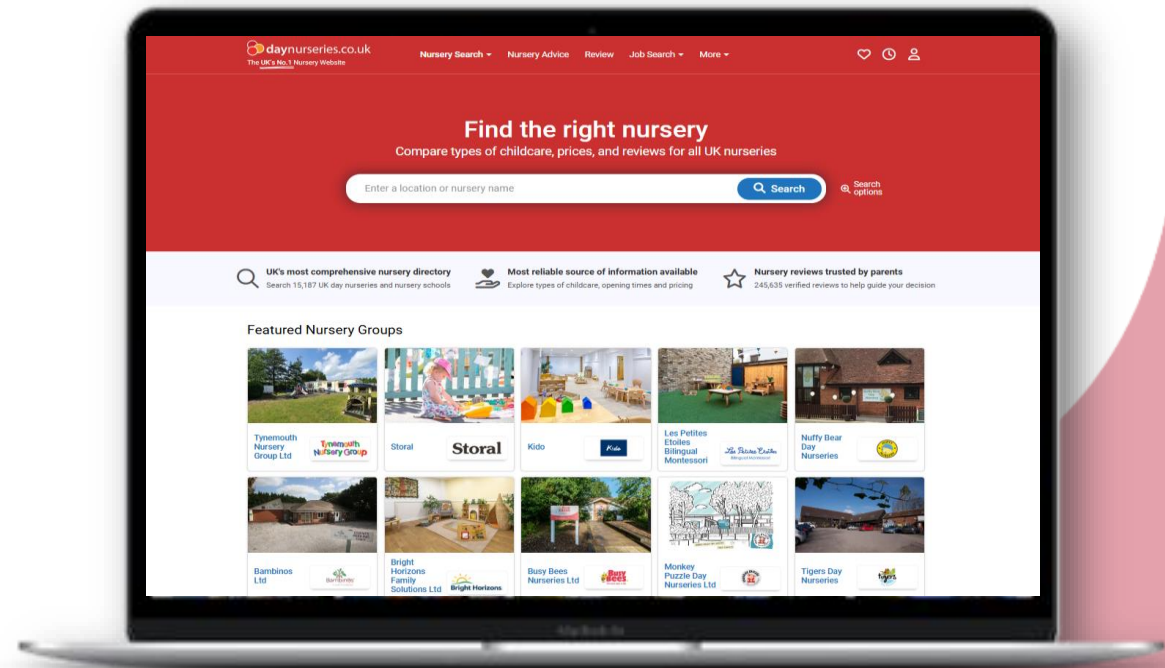
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Compliance and ethical review collection.

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



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 Enquiries area
- Clearer performance insights
- Easier navigation

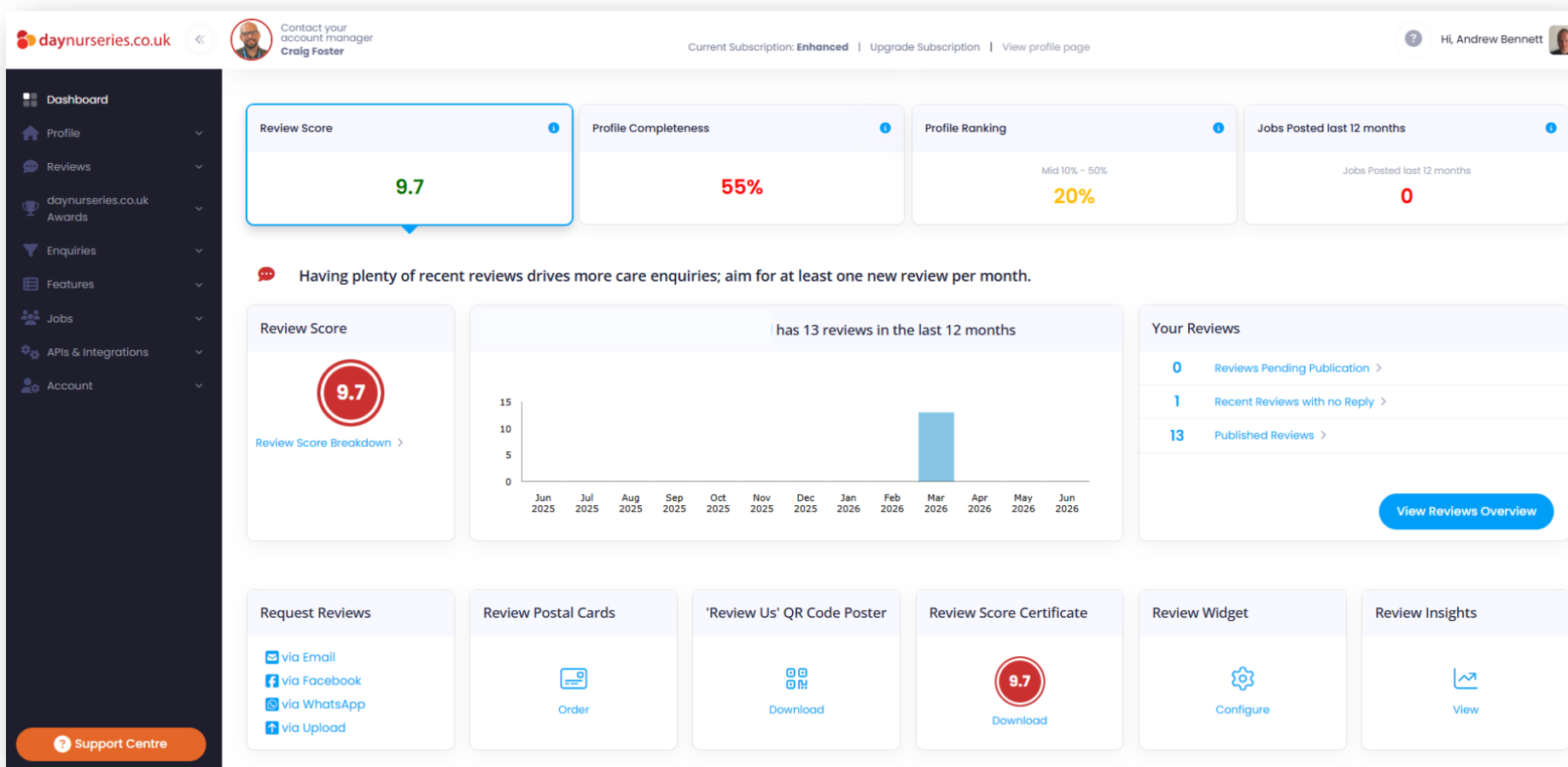
The new portal helps you to:

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

Introduction to your New Portal



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



Nursery at St Gabriel's
St Gabriel's, Sandford Priory, Newbury RG20 9BD • 1.6 miles away
81 Places
The Nursery lies at the heart of St Gabriel's and provides high quality nursery care and Early Years education for children aged 6 months to 4 years. Open across 50 weeks a year and with an extended day... [Read more](#)
Type of Nursery
✓ Day Nursery ✓ Open all year ✓ Full Day Care
✓ Seasonal Day Care
172 Reviews
[View full details](#)



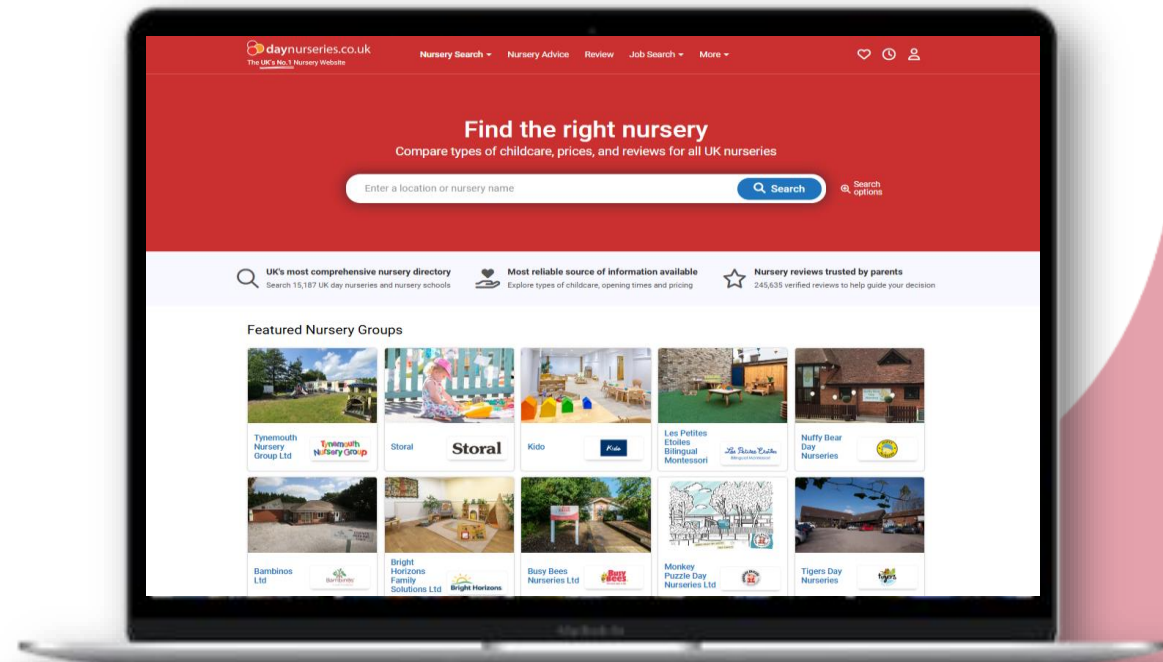
Quackers Day Nursery Chieveley
The High Street, Chieveley, Newbury RG20 8TE • 4.5 miles away
69 Places
Group/Owner: Quackers Day Nursery Ltd
Quackers is a family run Day Nursery and Pre-School, welcoming its first child in 1992. Located in a converted house in Chieveley, Newbury, it offers a warm, homely atmosphere. What sets Quackers apart... [Read more](#)
Type of Nursery
✓ Day Nursery ✓ Open all year ✓ Full Day Care
✓ Seasonal Day Care
37 Reviews
[View full details](#)



Cedars @ Boot Farm Day Nursery & Pre-School
Wasing Back Lane, Brimpton Common, Brimpton, Reading RG7 4HG • 5.5 miles away
40 Places
Group/Owner: Complete Childcare
Cedars @ Boot Farm Day Nursery and Pre-School is situated in the Brimpton countryside. Its rural location in West Berkshire offers exciting outdoor activities for children. Inside the nursery... [Read more](#)
Type of Nursery
✓ Day Nursery ✓ Open all year ✓ Full Day Care
✓ Seasonal Day Care
26 Reviews
[View full details](#)



Ridge House Day Nursery
Marlston Road, Thatcham RG18 9UL • 4.8 miles away
56 Places
The 51 week a year nursery is a vibrant and innovative extension to the well-established Pre-Prep, founded in 1929. Nestled within a beautiful and expansive woodland setting, the nursery embraces an... [Read more](#)
Type of Nursery
✓ Day Nursery ✓ Open all year ✓ Full Day Care
✓ Seasonal Day Care
14 Reviews
[View full details](#)



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

Reviews are the driving force of daynurseries.co.uk and the best way for you to increase your visibility and chances of receiving nursery place enquiries.

Reviews contribute to:

1. Review score & impacts visibility in local searches
2. Nurseries with more reviews receive more enquiries
3. Your review score contributes towards the daynurseries.co.uk Awards

Ridge House Day Nursery Reviews (14)

[Reviews \(14\)](#) [Review Score Breakdown](#) [Submit a Review](#)

9.9

Ridge House Day Nursery has a Review Score of 9.9 (9.850) out of 10, based on 14 reviews in the last 2 years. Over all time Ridge House Day Nursery has 14 reviews.

Overall Experience	Date Published	Reviewer Connection to Ridge House Day Nursery
☐ ★★★★★ 14	☒ All Time 14	☐ Mother of Child 14
☐ ★★★★☆ 0	☐ In last 6 months 2	
☐ ★★★☆☆ 0	☐ In last 12 months 12	
☐ ★★☆☆☆ 0	☐ In last 2 years 14	
☐ ★☆☆☆☆ 0	☐ 2 years + 0	

Order by: Most Recent First Showing 14 reviews matching selected criteria

Review from Soraya M (Mother of Child) published on 24 March 2026

Submitted via Website [Report](#)

Overall Experience ★★★★★

From the moment you walk into Ridge House, you notice how happy and engaged the children are - it's rare to find a school where the atmosphere feels so warm and joyful. My daughter absolutely loves going to school. She runs in every morning and often doesn't want to leave at the end of the day, which says everything about how safe and happy she feels there.

The nursery offers a fantastic range of activities including judo, yoga, swimming, tennis and dance, giving children the chance to explore many different skills from a young age. The learning approach is wonderfully balanced - children are encouraged and stimulated without unnecessary pressure. My daughter is already starting to read simple words like "dog" and "cat".

Our family has been through a very difficult year as we lost her father to cancer, and the kindness and sensitivity shown by the staff has meant more than I can express. We feel incredibly grateful to be part of this nurturing community

[Reply from Rachel Harper, and the Team at Ridge House Day Nursery](#)

Thank you so much, Soraya. This is a wonderful review, and the staff are so grateful for your kind comments.

Facilities / Outside Space ★★★★★

Learning ★★★★★

Resources / Equipment / ICT ★★★★★

Care ★★★★★

Activities ★★★★★

Staff ★★★★★

Food / Nutrition No Rating

Management ★★★★★

Cleanliness ★★★★★

Safeguarding ★★★★★

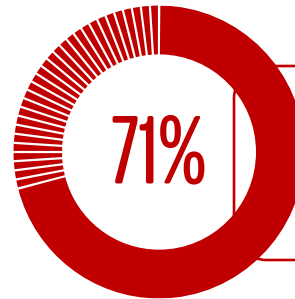
Value for Money ★★★★★

What is most important to parents and how can Reviews answer these questions?

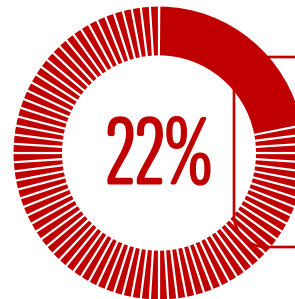
- What nurseries are closest to me?
- Do they provide the right care for my child?
- Can we afford them?
- Day to day in the nursery – what does it look like?
- What do other parents think of the nursery?



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



Reviews collected by daynurseries.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!

Google

Review from Joan A (Mother of Child) published on 14 January 2026

Submitted via Website • [Report](#)

Overall Experience ★★★★★

My son started at Ridge School in September 2025, and it was a truly wonderful experience for our family. He settled in remarkably quickly and genuinely looked forward to going to nursery every single day, which was incredibly reassuring as a parent. The staff were consistently kind, supportive, and friendly, creating a warm, nurturing, and positive environment where the children clearly felt safe and valued. I always felt confident that he was being well cared for and supported in his development, and it was clear he was learning from a dedicated and experienced team. We couldn't have been happier with our choice of nursery, and we will always be very grateful for the fantastic start Ridge School gave him.

↩ Reply from Rachel Harper, and the Team at Ridge House Day Nursery

Thank you so much for this fantastic review, Joan. We are delighted that your son is so happy.

Facilities / Outside Space ★★★★★

Learning ★★★★★

Resources / Equipment / ICT ★★★★★

Care ★★★★★

Activities ★★★★★

Staff ★★★★★

Food / Nutrition ★★★★★

Management ★★★★★

Cleanliness ★★★★★

Safeguarding ★★★★★

Value for Money ★★★★★

daynurseries.co.uk

The UK's No.1 Nursery Website

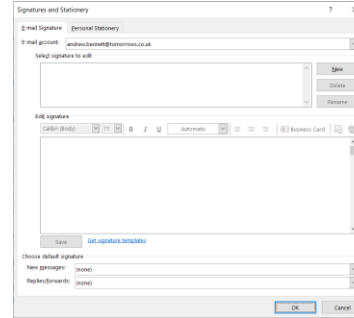
Effective ways to help you collect reviews



WhatsApp



Review Card



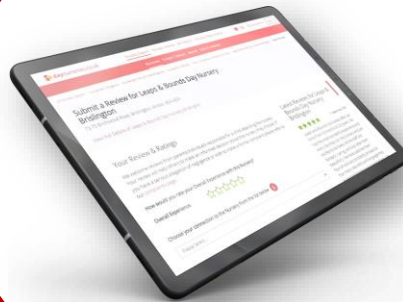
Email Footer



QR Code Poster



Email Invitation



iPad in Reception

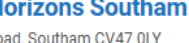


Social Media

Online review tools

Bright Horizons Southam Day Nursery and Preschool

St James Road, Southam CV47 0LY



 14
  1
  1

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 >](#)



TOP 20 AWARDS 2023

daynurseries.co.uk

94 reviews

10

"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](#)

Type of Nursery

☒ Day Nursery
 ☐ Open all year
 ☐ Full Day Care
 ☐ Sessional Day Care
 ☒ 75 Places

Reviews on profile

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

Reviews appear on your profile listing

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

The image shows a red-bordered rounded rectangle containing the Daynurseries.co.uk logo and a review score. The logo consists of two overlapping circles (one red, one orange) followed by the text 'daynurseries.co.uk' in a red sans-serif font, with the tagline 'the leading nursery review website' in a smaller grey font below it. A horizontal line separates this from the review section. The review section features the text 'Les Petites Etoiles Bilingual Montessori' in a large, bold, black sans-serif font. Below this, on the left, is a red circle with a white border containing the number '9'. To the right of the circle, the text 'daynurseries.co.uk Review Score' is in bold black, followed by '92 reviews of the settings belonging to Les Petites Etoiles Bilingual Montessori' in a regular black font. A final horizontal line is at the bottom.

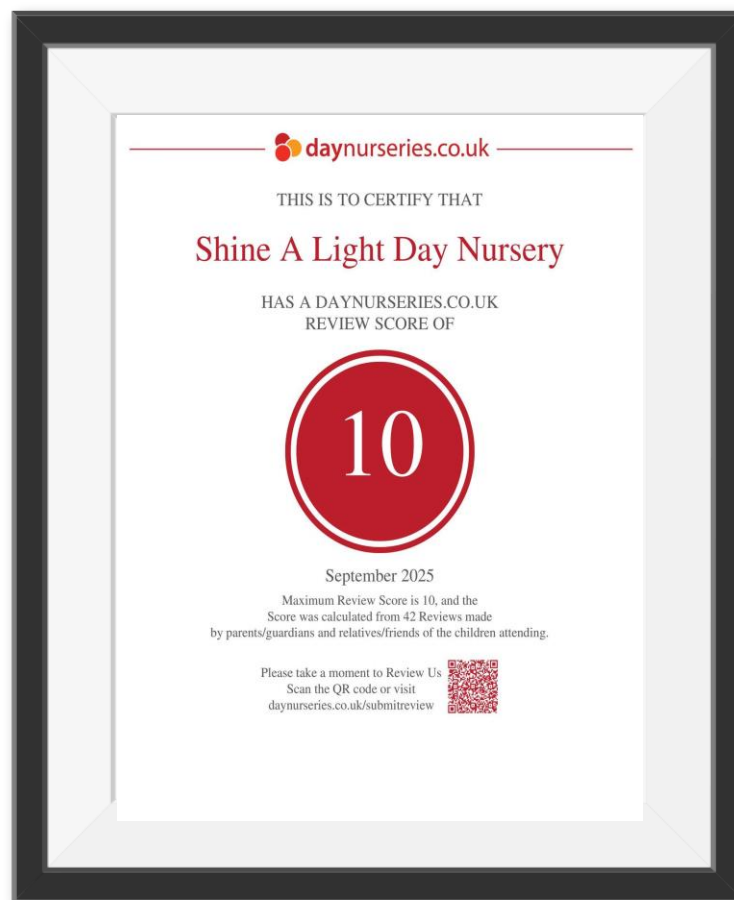
Vertical Review Widget

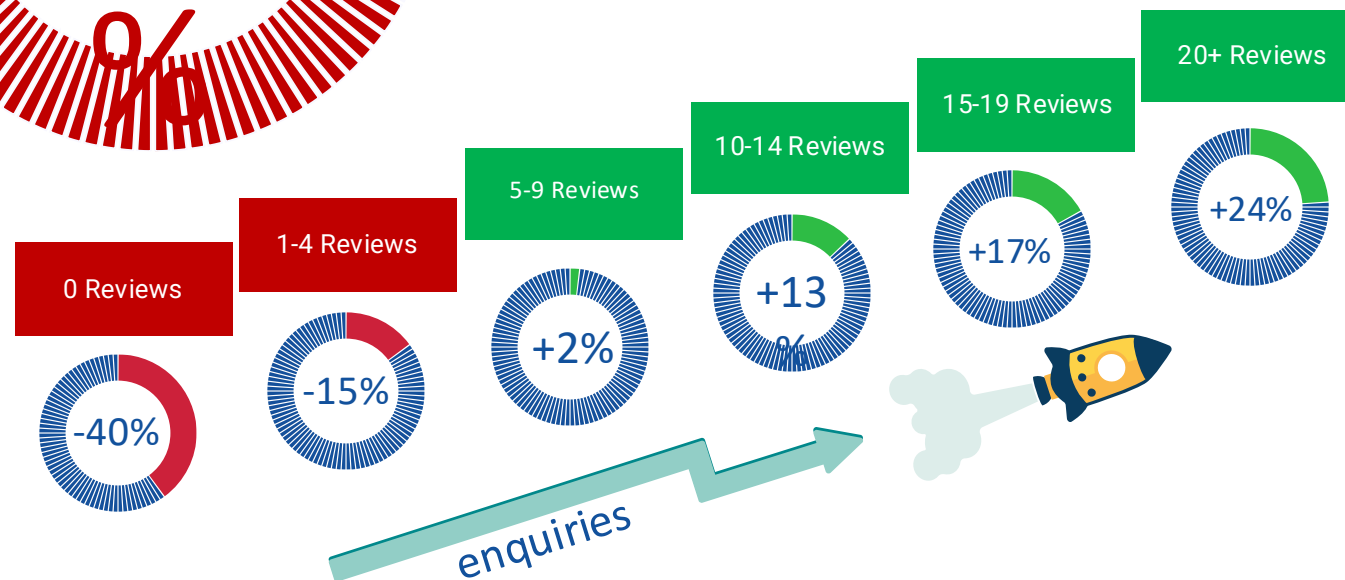
Offline review tools

Review PDF



Review Score Certificate





Collecting more reviews will help you generate more enquiries

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



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



Our reviews score is based on both review volumes and ratings

The maximum Review Score is 10, which is made up of Average Rating of Reviews (5 points) and Number of Reviews in the last 24 months (5 points)

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



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

+

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

=

10 Points

Added benefits of collecting more reviews



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 parents/individuals responsible for a child



VERIFICATION

Reviews 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 response



LIVE REVIEW

The Review is live on daynurseries.co.uk and shown in your Portal

Who CAN submit reviews?



- Parents of a child who attends the nursery
- Individuals responsible for the child, including guardians, foster parents, relatives, nannies, carers or godparents

Who CAN'T submit reviews?

Reviews are not accepted from the following connections, even if they are parents/individual responsible for a child who attends the nursery:

- Members of staff, ex-members of staff (within the last 12 months), owners, volunteers, students and work experience participants
- Anyone with a professional connection to the nursery (e.g. entertainer)
- Anyone who is an owner or member of staff of a direct competitor
- Immediate family of all the above (mother, step-mother, father, step-father, sister, step-sister, brother, step-brother, daughter, step-daughter, son, step-son, spouse/partner).

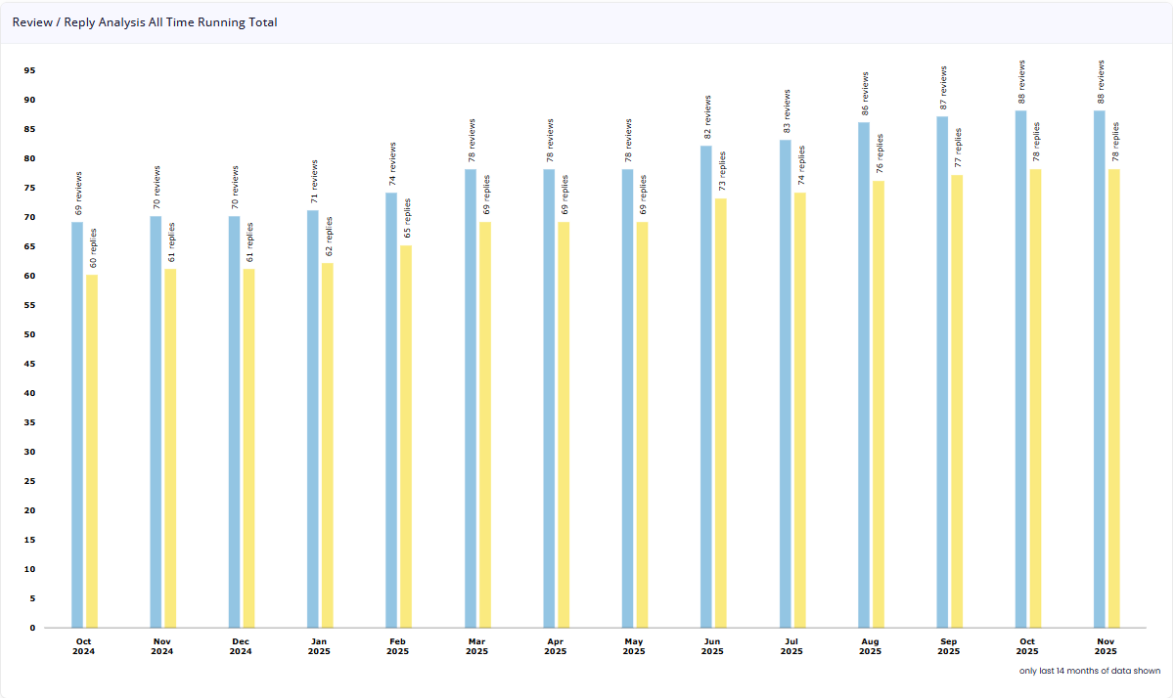
For clarity, these restrictions apply not only to the care provider but where applicable to its wider organisation.



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 Helens, WA9 3RW	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

BOOST ENQUIRIES 2026 WEBINAR



Takeaways

1 | Reviews really matter to parents

2 | More reviews means more Nursery enquiries

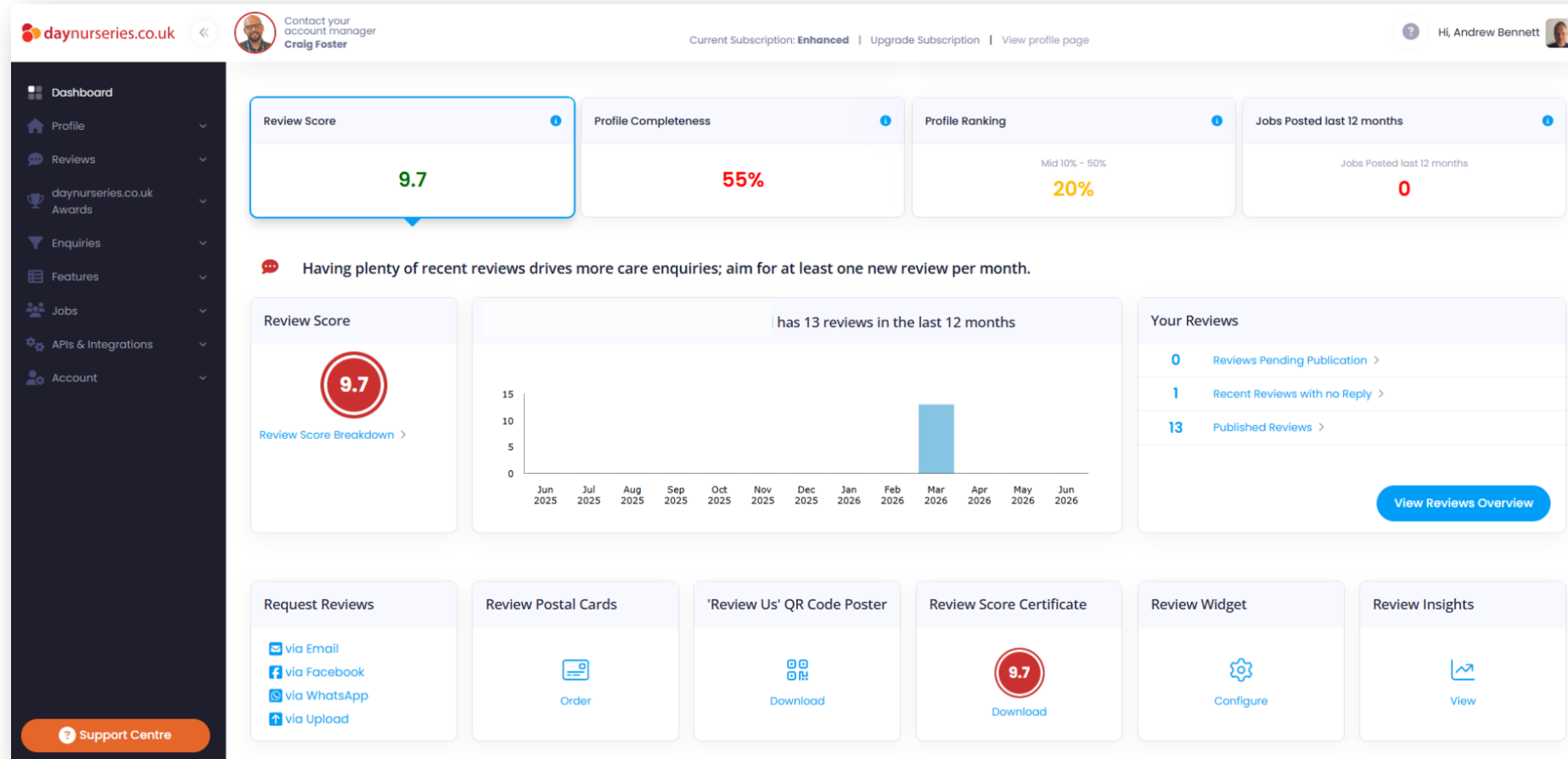
3 | Regularly ask for reviews – parents want to see recent reviews

4 | Reviews improve your profile and help parents choose you!

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

6 | It shows you are listening to parent's views and are constantly looking for ways to improve

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



How call insights works?

How call insights works?

Heading

Header



copy



Header

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