How providers must display ratings

Ratings help people to find out about the quality of health and care services. We rate services as either outstanding, good, requires improvement or inadequate.

Services that must display their ratings

If you have received an overall quality rating after an inspection, you must display it by law to meet Regulation 20A.

How to check your rating

If you're not sure, check the information on your service page. Service providers have 2 types of page on our website:

- **provider page**: for the organisation that runs the service. This might be an NHS trust or a company that runs care homes.

- **location (or 'premises') page**: for the place where services are delivered. This might be a hospital, a care home or a GP surgery. All the locations run by a provider are listed on its provider page.

You can use the 'search for a health or social care service' box on our homepage to search for your provider or location pages. You can also use the search box on our find care services page.

If your service has not yet been inspected, you will not have a rating to display.

Services we do not rate

Some types of service are exempt from CQC's legal duty to give a rating. These include:

- primary dental services

- children's homes

- sexual assault referral centres

- blood and transplant services

- hyperbaric oxygen therapy services

- medical laboratories

Instead, we will provide a judgement to reflect whether a service is meeting the regulations. All health and social care providers that are registered and regulated by CQC may use 'Regulated by' graphics to show that they are legally registered and inspected under the Health and Social Care Act 2008. These graphics are particularly useful if your service does not receive a rating.

What must be displayed and where

You need to display ratings if our webpage for your service shows one of these ratings: outstanding, good, requires improvement or inadequate.

You need to display your ratings:

- in the place where you deliver services (the location)

- on websites where you describe your service.

We provide posters to download and print, and an online widget to use on your website, although you can use your own materials if you wish.

You must display your CQC ratings on posters at premises and on websites no later than 21 calendar days after we have published them on our website.

You still need to do this even if you have submitted a request for a review of ratings.

You may add a note to your display of ratings to explain that you have asked for a review, but the ratings must still be clear and conspicuous.

If you have been rated as inadequate or requires improvement

We encourage you to display information about what you are doing to improve your service alongside your ratings.

All posters that CQC provide will include a space for you to tell people how they can find out more about how you are improving, or what you have changed, since the rating was published. We strongly encourage you to use this box. You must only write within the box provided, but you can provide additional information next to the poster as long as it does not detract from it.

Regulatory history

If you take over an existing location from another provider, or provide the same service from a new address, our website will display the location's 'regulatory history' (its rating and inspection report under a previous provider or from the previous address).

If you choose to display an inherited rating, you must make clear that it was awarded to the previous provider. You don't legally have to display the rating awarded to the previous provider. We may take action against a provider that displays false or misleading ratings information. See [guidance on continuation of regulatory history](#).

What you must display, by service type:

- [acute hospitals (NHS)](#)

- [acute hospitals (independent)](#)

- [ambulances (NHS)](#)

- [community-based adult social care services](#), including homecare (domiciliary care), supported living, Shared Lives

- [care homes (residential)](#)

- [community health services](#)

- [GP practices](#)

- [hospices](#)

- [independent doctors and clinics](#)

- [mental health services (NHS)](#)

- [mental health services (independent)](#), including substance misuse services

- [NHS 111 services](#)

- [online-only primary care services](#)

- [urgent care centres and GP out-of-hours services](#)

Where to find the CQC widget and posters

For instructions on how to find the CQC widget and download posters see [how to use the CQC widget and posters](#).

Optional graphics

In addition to meeting the legal requirements, we encourage you to celebrate your rating if you are rated as outstanding or good.

There are a number of other ways to publicise your ratings to people using your service and the wider community. We have produced promotional graphics that you can use on websites, emails, large printed banners and in brochures.

These promotional graphics are optional, and they are in addition to the statutory requirement for providers to display ratings at their locations and on their websites. They do not replace the widgets and posters that you may already be using.

The outstanding society

The Outstanding Society is a community interest company set up in 2014 by some of the first social care providers to achieve the highest level of CQC rating. It aims to share expertise and support providers to improve quality across England.

How to use the CQC widget and posters

To download the CQC widget and posters, you first need to find your organisation's profile pages on our website.

Service providers have 2 types of page on our website:

- **provider page:** for the organisation that runs the service. This might be an acute trust or a company that runs care homes.

- **location (or 'premises') page:** for the place where services are delivered. This might be a hospital, a care home or a GP surgery. All the locations run by a provider are listed on its provider page.

You can use the 'search for a health or social care service' box on our homepage to search for your provider or location pages. You can also use the search box on our [find care services](#) page.

One of your profile pages is 'ratings posters and widgets'. This page includes:

- a preview of the widget

- the widget code

- ratings posters to download.

If there is no widget displaying or links to the posters on your page, your service could be one that does not have a rating. If you know you've had a rating but you still can't find the poster, email webteam@cqc.org.uk.

How to use the CQC widget

Web widgets are small pieces of code to place on a webpage. They are often used to display information from other sites.

We recommend using the widget to display your ratings online. It:

- displays all the information required by the regulation

- fetches the rating or inspection result from our system and displays the result on your website

- displays information in a clear and conspicuous way.

The widget also automatically:

- links to the correct page on our website where people can find your inspection report and ratings

- updates if your rating or inspection result changes

- updates if we alter the widget.

To use the widget, make sure you:

- read the terms and conditions of using the CQC widget before you do so

- place it above the fold on a webpage so that people do not need to scroll down to see your ratings

- check all your organisation's pages for a link to the widget as you may be required to display a provider rating as well as premises ratings.

If you need further help using the widget, see our guidance on using the widget and troubleshooting.

Alternatives to the CQC widget

You do not have to use our widget, although we strongly recommend that you do. If you choose not to, your website must still include:

- the name of your rated service

- all provider and premises ratings - this information can be on different webpages if you have separate pages for different premises

- the date the inspection report was published

- our website address (www.cqc.org.uk)

- a link to your profile page on our website with the assessment of your performance and ratings.

All the ratings materials that we provide include CQC's trademark logo. You do not need to ask for this separately.

You can create your own online display by using either:

- PowerPoint templates
- CQC brand images

PowerPoint template

Download the PowerPoint files that apply to your ratings, and the instructions on how to create your ratings image.

Once created, upload the image(s) to your website and link to the relevant page(s) for your organisation on CQC's website.

PowerPoint ratings images:

- Template to create an image for an Outstanding rating
- Template to create an image for a Good rating
- Template to create an image for a Requires Improvement rating
- Template to create an image for an Inadequate rating

CQC brand images

If you cannot use the widget or the PowerPoint template, email webteam@cqc.org.uk.

Please note: the CQC logo is a Registered Trademark and you may only use it as part of a display showing your organisation's ratings.

How to display posters

You can download and print posters showing your most up-to-date ratings. These posters include all the information you need to display.

NHS trusts (for acute, ambulance and mental health services) will also have a provider-level poster on their provider page.

The posters must be clear and conspicuous. Print in colour and on A4 paper or larger.

If you share premises with other registered providers, you are each responsible for displaying your ratings when you are providing regulated activities to the public.

We will provide a template for you to use to display your ratings at your premises. The templates are available as Photoshop or PowerPoint files and you can find them on the 'Ratings posters and widgets' page of your service's profile on our website.

Share extra information for the public

You can promote your most recent ratings when you contact people who use your services, for example on letters or emails. If you are rated as good or outstanding, you can use our [official promotional graphics](#) to promote this to people using your service and the wider community.

As well as displaying ratings posters, you can display additional information alongside a poster to help people understand what your ratings mean.

You can tell people how to find out about improvements or what you have changed since we published your ratings. Use the space we provide on our posters or put extra information next to the poster, but make sure it does not detract from it.

If you create your own poster

You can decide not to use CQC poster template and create your own. They must include the necessary information and be just as visible and clear as our posters

If you create your own poster, our inspectors will compare it with the ones we produce to decide whether your ratings display meets Regulation 20A.

How we enforce the regulation

It is a legal requirement to display your CQC ratings to meet Regulation 20A. If we assess that your rating is not displayed legibly and conspicuously, or it is inaccurate (for example, it does not show your most recent rating or does not include all the information required), we will follow our enforcement policy and decision tree to decide our response.

Our response and use of enforcement powers will be proportionate to the circumstances of each case.

We may take enforcement action if:

- your rating is not displayed at all – either at your premises or on your website

- your rating is not clear or is inconspicuous and you refuse to take action

If you are rated as inadequate or requires improvement, we encourage you to tell people how to find out about improvements or what you have changed since we published your ratings. You can use the space provided on CQC posters and display extra information next to the poster, but make sure it does not detract from it.