



*I care...  
Ambassadors*

## Care quality guidance for employers joining *I Care...Ambassadors*

[www.skillsforcare.org.uk/icareambassadors](http://www.skillsforcare.org.uk/icareambassadors)

All employers who want to join *I Care...Ambassadors* must provide good quality care and support.

The Care Quality Commission (CQC) is a recognised and respected public measure of care quality. As such, regulated and inspected care establishments joining the *I Care...Ambassador* initiative must self-assess that they meet this criteria by answering yes to the following question:

**If your latest inspection report and rating was reviewed by people interested in joining the sector, would your establishment be publicly perceived as a good quality care provider?**

Care establishments with a rating of 'inadequate' **cannot** join the register.

If you need to make improvements before you join, [Care Improvement Works](#) can help. It has practical resources to help you improve your inspection rating and learn from recognised good practice.

New regulated care providers who have yet to be inspected can join, but to maintain their registration they must meet the above requirements on their first CQC inspection.

Any employer already registered as an *I Care...Ambassador* service who subsequently identifies care quality issues, should remove themselves from the Search Register temporarily.

They can do this by selecting the 'take a break' option on their service coordinator account, until issues have been resolved.

To protect the integrity of the *I Care...Ambassador* initiative, Skills for Care reserves the right to reject any application to join *I Care...Ambassadors*, or temporarily/permanently remove a service if we become aware of issues relating to care quality standards.

If you have any questions regarding care quality or you're unsure whether you should join or 'take a break' from the register, please contact the *I Care...Ambassador* support team on **0113 2410959** or [icare@skillsforcare.org.uk](mailto:icare@skillsforcare.org.uk).