

### **Positive feedback:**

Positive feedback is feedback that gives praise, is positive toward the site or the service it refers to or is, generally, good praise for the site, the service, department or council. Positive feedback will not normally need management oversight, but it is good practice to share and recognise the person or service singled out for praise.

### **Quick fix:**

#### Easily Rectified:

- Quick fix feedback is defined as feedback that asks for a small, readily made change to the website or the content

#### Minimal impact:

- Quick fix can also be defined as any feedback given that, although not of a serious or controversial nature, can be turned around by simple communication with the person giving feedback to rectify the issue with a minimal amount of reputational damage done to Isle of Wight Council or its partners by resolving the problem quickly.

### **Negative feedback:**

Negative feedback, whilst not necessarily a complaint, is information about our site, service or providers (internal or external) that will require action of some sort.

#### Minor Negative feedback:

- This category of feedback is on a similar nature to the “minimal impact” category above. Examples of this could include:
  - Poor communication
  - Closed premises when they were supposed to be open
  - Rude or inconsiderate behaviour by other patrons of a service

This level of negative feedback should not normally require senior management oversight and can be dealt with quickly and, if appropriate, can be fed back to the person that the problem has been addressed.

### Moderate negative feedback:

- This category of feedback is of a more serious nature than the examples above and will need some senior management input / investigation – such as:
  - Continued / repeated examples of poor communication
  - Failure of an internal service failing to keep appointments or their agreed terms of a contract
  - unprofessional behaviour by professionals delivering a service

### Serious negative feedback:

- Serious negative feedback is defined here as any issue serious enough to cause actual damage to people or property, serious reputational damage to the Isle of Wight Council or a breach of the law. All serious negative feedback will need careful management oversight at a senior level.

Examples of this will include:

- Allegations or implications of lying, fraud or illegal activity by Isle of Wight staff or services. Or service providers contracted by Isle of Wight Council.
- Information informing (or implying) abuse, neglect or endangerment of children or vulnerable adults.
- Fiduciary or financial mismanagement – especially with public money
- Any other information, actual or implied, that a law is being broken.

This is not an exhaustive list and is used only to illustrate types of feedback and how we choose to categorise them. If you have any questions or are unsure about how to categorise some feedback, please ask your line manager.