

Level

Community

Tier

District, Unitary

Scope

Community Services



## Area Officers

Characteristic(s) / CSF(s):  
Role of the Authority  
Managing Expenditure



### Problem and Approach

- Ensuring the local area was well cared for without increasing expenditure
- Engaging with residents and local businesses to use their capacity to resolve local issues
- Area Officers to act as a first point of contact with the council and to coordinate resource from the council, voluntary sector and community
- The Council worked with iESE to consult with key stakeholders including residents, businesses and visitors to the district to co-design and test a visible and proactive 'on the ground' resource to help improve the appearance of the district.

### Outcomes

- The Area Officer pilot has engaged, involved and empowered residents, community groups and businesses to take an active part in supporting their local area, including litter picks and clean ups and other environmental improvements
- Engaging residents and business in the design of the service meant the attitude towards the service was different
  - Service viewed as a coordinator of community capacity
  - Local businesses have given staff time to the service
  - Relationships between the community and agencies such as Kent Police and Trading Standards
- Complaints are dealt with in an efficient and quick manner
- In the test period nearly 400 Fly posters and 900 pieces of Graffiti were removed

<https://www.folkestone-hythe.gov.uk/home>



The public sector transformation partner