



700. Sustainability & Climate Action - Education & Engagement - Community & Parent Engagement on Climate Action

Category:	Sustainability & Climate Action
Subcategory:	Education & Engagement
Status:	Best Practice
Type:	Competent Person
Priority:	Recommended
Commonality:	Occasional

Note: This document provides guidance to support compliance but is not a substitute for professional advice.

Why This Task Matters

Your outreach to the community and parents extends the school's climate action impact beyond the campus, building broader environmental awareness and support that strengthens pupil safeguarding during sustainability activities. By fostering community partnerships, you create a supportive network for climate initiatives, enhance the organisation's reputation as an environmental leader, and build confidence in collaborative approaches to sustainability while recognising the vital role facilities staff play in connecting school efforts with wider community environmental action.

Task Summary

Best Practice: This task involves holding at least one annual event or communication initiative to engage parents and the wider community in the school or college's climate action work. The engagement should include presentation of sustainability achievements, demonstration of pupil involvement, sharing of practical initiatives, and collection of community feedback. Staff should ensure inclusive participation, prepare engaging materials, and facilitate meaningful interactions. The process should include planning diverse engagement methods (events, newsletters, social media), documenting participation, and evaluating impact. Events should showcase pupil work, highlight

community benefits of climate action, and encourage ongoing participation. This annual engagement builds community support, enhances transparency, and strengthens the organisation's position as a community leader in sustainability while supporting pupil safeguarding through broader environmental awareness.

Relevant Legislation & Guidance

- **Climate Change Act 2008:** Supports community engagement in climate action.
- **Environment Act 2021:** Includes provisions for public participation in environmental matters.
- **DfE guidance on community engagement in education:** Supports parental and community involvement.
- **Equality Act 2010:** Ensures inclusive community engagement activities.
- **Safeguarding guidance:** Supports community engagement that enhances pupil safety.

Typical Frequency

This task should be completed yearly, ideally aligned with key school events or seasonal opportunities. The frequency could vary based on community interest, significant climate action developments, or school calendar opportunities. In education settings, annual engagement provides regular community connection while allowing time for meaningful planning.

Applicability

This task is recommended and occasional, applying to schools and colleges wanting to build community support for climate action. It is particularly relevant for establishments with active parental involvement or community sustainability interests. The task applies regardless of location, though urban schools may have different engagement opportunities than rural ones. Schools and colleges should consider this valuable for enhancing community relations and supporting broader sustainability objectives.

Responsible Persons

- **Task Type:** This is a Competent Person task that should be carried out by staff with skills in community engagement and climate communication.
- **Contractor Requirements:** Not applicable as this is a Competent Person task.
- **In-House Requirements:** Staff should have training in community engagement and event management. Knowledge of the organisation's climate action activities and ability to

communicate with diverse audiences is essential.

- **Permit to Work:** No permit to work is required for this task.
- **Delivery Model:** This task is normally completed in-house by trained staff, making it cost-effective for community engagement.

Key Considerations

Important factors include ensuring inclusive participation, adapting content for community audiences, and coordinating with school events. The engagement should align with safeguarding requirements and provide genuine participation opportunities. Consider the community context and local environmental interests. Risk assessment should focus on ensuring safe, welcoming environments and appropriate content for different audiences.

Task Instructions

Prerequisites & Safety

- Access to current climate action achievements and pupil work
- Understanding of community engagement principles
- Knowledge of diverse communication methods
- Ability to create inclusive participation opportunities

Tools & Materials

- Event planning templates and materials
- Communication templates (newsletters, social media)
- Attendance registers and feedback forms
- Presentation materials and displays
- Photographic equipment for documentation

Method (Step-by-Step)

1. **Planning:** Develop engagement strategy and plan specific activities.
2. **Promotion:** Communicate event details through appropriate channels.
3. **Execution:** Conduct engagement activities with presentations and interactions.

4. **Documentation:** Record attendance, feedback, and key outcomes.
5. **Evaluation:** Assess engagement effectiveness and community impact.
6. **Follow-up:** Communicate outcomes and maintain engagement.

Measurements & Acceptance Criteria

Engagement should achieve good participation rates with positive community feedback. Activities should demonstrate clear community benefits and support for climate action initiatives.

If Results Fail

Follow instructions on the Compliance Pod task completion form to record remedial/follow up actions and generate Reactive Task Tickets as required. If engagement is poor, immediate actions should include reviewing communication methods and engagement formats.

Reinstatement & Housekeeping

No reinstatement required. Ensure all materials are stored appropriately and follow-up communications are sent.

Completion Checks

Confirm that engagement activities have been completed, attendance recorded, and evidence uploaded to Compliance Pod.

Record-Keeping & Evidence

- **Upload Process:** Upload any required statutory or supporting evidence to the corresponding task form in Compliance Pod.
- **Statutory Evidence:** No statutory evidence is required for this task.
- **Supporting/Good Practice Evidence:** Event materials, newsletters/communications, attendance registers, and photos/reports.

Common Pitfalls & Best Practice Tips

Common mistakes include poor promotion leading to low attendance, events that don't reflect community interests, or failing to follow up on feedback. Best practices include using multiple communication channels, involving pupils in presentations, and linking activities to local environmental concerns. In educational settings, coordinate with parent-teacher associations and celebrate community involvement. Warning signs include declining participation, lack of community

feedback, or events that don't showcase genuine pupil and school achievements.

Quick Reference Checklist

- [] Plan engagement strategy and activities
- [] Develop and distribute promotional materials
- [] Conduct engagement events or communications
- [] Record attendance and gather feedback
- [] Document outcomes with photos and reports
- [] Evaluate effectiveness and plan follow-up
- [] Upload evidence to Compliance Pod

Grouped Tasks

Grouping is feasible; align with related tasks of the same frequency and contractor visit.

Related Tasks

- Sustainability & Climate Action - Education & Engagement - Curriculum Integration Check for Climate & Sustainability
- Sustainability & Climate Action - Education & Engagement - Pupil & Staff Engagement Sessions on Climate Action
- Sustainability & Climate Action - Climate Risk & Adaptation - Sustainable Travel Plan Review

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