

2nd October 2026

Dear Parents and Carers,

At Blackpool Aspire Academy, we are dedicated to ensuring that every student is equipped with the knowledge, skills, and inspiration needed to make informed choices about their future education and career pathways. We believe that high-quality careers guidance is essential in raising aspirations, unlocking potential, and preparing our young people for life beyond secondary school.

We are writing to share an overview of some of the key aspects of our comprehensive Careers Education, Information, Advice and Guidance (CEIAG) programme available to your child throughout their journey with us.

What Careers Support Does Your Child Receive?

- **Independent 1-to-1 Careers Guidance:**

Every student in Key Stage 4 has access to personal, one-to-one careers interviews with a fully qualified, independent careers adviser, Mrs. Turner, who is based at the academy on Tuesdays and Wednesdays. These dedicated sessions provide tailored guidance, explore individual strengths and interests, and assist students in mapping out realistic, ambitious next steps. More tailored advice and guidance is also offered via our Engagement Coach, Ms. Hacking.

- **Embedded Careers Curriculum:**

Careers education is firmly woven into our school timetable, delivering age-appropriate lessons that develop employability skills, careers understanding, and an introduction to the labour market. You can explore our full curriculum overview online via our Careers Curriculum Plan, which can be viewed via this webpage:

<https://blackpoolaspireacademy.co.uk/curriculum/ceiaq/career-curriculum-plan>

- **Weekly 'Job of the Week':**

To broaden career horizons and introduce students to diverse sectors, we circulate a weekly 'Job of the Week' feature directly to students' academy email accounts which shares information on entry requirements and salary expectations. We also share these overviews with families via the school website so you can explore and discuss different industries together at home.

- **NEW FOR 2026/2027: Unifrog – Our Online Destinations Platform:**

- Every student has access to Unifrog, our comprehensive digital careers platform that

supports them at every stage of their journey:

- *Exploring Careers, LMI & Post-16 Pathways*: Students can research hundreds of career profiles—comparing entry requirements, qualifications needed, and salary expectations—alongside up-to-date Labour Market Information (LMI) and Post-16 education and training pathways.
- *Psychometric Quizzes & Skill Tests*: Students can complete four main psychometric quizzes and three skill-application tests to help them identify their strengths and explore suitable careers, subjects, and workplace preferences.
- *Logging Interactions*: All careers activities, events, and one-to-one interactions are logged directly on Unifrog for students to view, allowing them to track their progress and build a personal record of their achievements.
- *Coordinating Work Experience*: We use Unifrog's placement system to seamlessly coordinate and manage the entire Year 10 Work Experience process from initial application through to employer and parental agreements.

- **Year 9 Careers Fair (Blackpool Winter Gardens):**

Every January, our Year 9 students attend the landmark Blackpool Careers Fair at the Winter Gardens. This annual event connects students with a wide range of local, regional, and national employers, training providers, and educational institutions at a crucial time as they prepare to select their KS4 options.

- **KS4 Post-16 Transition Assemblies & Taster Days:**

To support our Key Stage 4 students through their Post-16 transition, we regularly host assemblies delivered by local further education colleges, sixth forms, and apprenticeship providers. Alongside these talks, students (mainly in KS4) take part in college experience and taster days, allowing them to experience campus environments, trial subjects, and make confident Post-16 decisions.

- **Workplace Encounters & In-School Workshops:**

We work closely with leading employers and organisations to bring the world of work directly into the classroom through workplace visits and industry-led workshops. Our students have previously benefited from high-impact encounters supported by partners such as Balfour Beatty, Multi-ply, and the Department for Work and Pensions (DWP), among many others.

- **Our Flagship Year 10 Work Experience Week:**

Held every year in May, our Year 10 Work Experience week is a cornerstone of our careers programme. This immersive placement gives every student the opportunity to spend a full week in a professional working environment, building real-world skills, growing in confidence, and developing valuable networking links.

Join Us: Information Coffee Morning

Parental engagement is vital in helping young people navigate their future pathways. If you would like to learn more about our careers programme, hear how we support your child's Post-16 choices, or ask any questions, you are warmly invited to attend our upcoming **Coffee Morning**:

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Blackpool FY3 7LS
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Fylde Coast Academy Trust
Company Limited by Guarantee Number 8364709
Registered in England & Wales
Registered Office:
C/o Mereside Primary Academy, Langdale Road,
Blackpool FY4 4RR

- **Date:** Wednesday 14th October 2026
- **Time:** 9:00 am – 10:00 am
- **Location:** Blackpool Aspire Academy

Hot drinks and refreshments will be provided, and members of the Careers, Personal Development and Senior Leadership Team will be on hand for informal discussion.

Whilst this is a brief overview of the Careers Education offer at Blackpool Aspire Academy, If you have any further questions or require individual guidance regarding your child's future pathways, please do not hesitate to contact the academy directly.

Thank you for your continued partnership and support.

Yours faithfully,



Mr D. Ewart

Deputy Headteacher & Careers Lead