

9th July 2026

Unifrog – The Complete Destinations Platform

Dear parent/carer,

To continue to provide students with **outstanding careers guidance** and tailored support when choosing their next step after school, we are now using Unifrog: an award-winning, online destinations platform. All students in Years 7, 8, 9 and 10 now have access to this platform.

What is Unifrog?

Unifrog is designed to support learners in **making informed decisions about their futures**, with a range of tools that are suitable for all year groups. Each student has their own account that provides a range of information related to their interests and aspirations.

Key features of the platform for students include:

- Complete work experience administration for Year 10 students
- Career and subject exploration
- Webinars and interactive short courses
- Self-reflection and portfolio building tools
- Search tools for live apprenticeship and employer opportunities, and university courses
- Application and essay-building tools

Students at schools who use Unifrog, which now includes Blackpool Aspire Academy, can log in from any computer, tablet, or smartphone. We encourage you to use the platform with your child so you can support them through the process of deciding on their next steps.

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You can create your own parent account where you'll be able to see what your child is doing on Unifrog, including any interactions tagged against their name and any upcoming events we've logged for them. You'll also be able to use all the same tools your child can to support them on their Unifrog journey.

To set up your account, go to unifrog.org/parent and enter your email address which you have provided to Blackpool Aspire Academy. You can also sign in using your Microsoft or Google email account. If you have any issues signing in, please contact **Mr Ewart, Deputy Headteacher and Careers Lead**

You'll also have the option to sign up to Unifrog's parent / caregiver newsletter to get expert advice and guidance on supporting your child with their next steps.

For more information, go to www.unifrog.org or contact Mr Ewart at the school.

Kind regards,

Mr Ewart

Deputy Headteacher and Careers Lead



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