



September 2023

Dear Parent/Carer

Careers Support at Backwell School

As Careers Leader at Backwell School, I would like to take the opportunity to highlight some of the support your child receives in making choices for the future.

For full details of our 2023-24 careers programme, learning outcomes and evaluation, please see the [Backwell School Careers Website](#).

Careers Events

There are many careers events that run throughout the year. We would like to highlight the main event; our Careers Fair, which will take place on **Tuesday 5 March 2024** from the end of school until 5.30 pm in the main Theatre. Each year we have over 45 universities, companies and education providers attend, as well as talks on *Why Go To University?* and *Why Do An Apprenticeship?* All year groups and parents are welcome to attend.

In terms of the wider careers programme, we are very keen to utilise the knowledge and links from our wider school community. If you think you or your employer would be interested in supporting us with activities such as mock interviews, work experience or the careers fair itself, please complete [this brief form](#) and we will be in touch.

Unifrog

In keeping with our commitment to provide students with outstanding careers guidance and tailored support when choosing their next steps after school, we use Unifrog; an award-winning, online careers platform. Every student in Years 7, 8, 9, 10, 11, 12 and 13 has access to this excellent website, as do parents/carers.

The platform is designed to support learners in making the most informed decisions about their futures and has a range of tools that are suitable for all year groups. Each student has their own personal account that provides a wide range of information related to their interests and aspirations. Key features of the platform include:

- **Exploring Pathways** – personality quizzes, career/subject profiles, webinars
- **Recording** – highlighting key employability skills developed during extracurricular activities and work experience
- **Opportunities** – apprenticeships, universities, colleges, work experience
- **Applications** – tools to build applications such as CVs, personal statements, etc.

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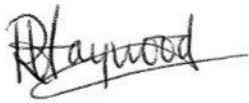
Students access the platform by logging into Unifrog at www.unifrog.org/sign-in using their school email address and setting their password the first time they log in. They can do so from any computer, tablet or smartphone. We would encourage you to use the platform with your child so you can support them through the process of deciding their next steps.

We have also set up a parent/carer login so that you can use Unifrog as if you were a student yourself, allowing you to support your child throughout the process. The sign up code you need is:

BACKparentscarers and you can sign up here: www.unifrog.org/code

If you have any queries or comments on the school careers programme, please do not hesitate to contact myself or Charlotte Ball, our school Careers Adviser and Coordinator, at cball@backwellschool.net

Yours sincerely

A handwritten signature in black ink, appearing to read 'Rose Haywood', with a stylized flourish at the end.

Rose Haywood
Careers Leader