



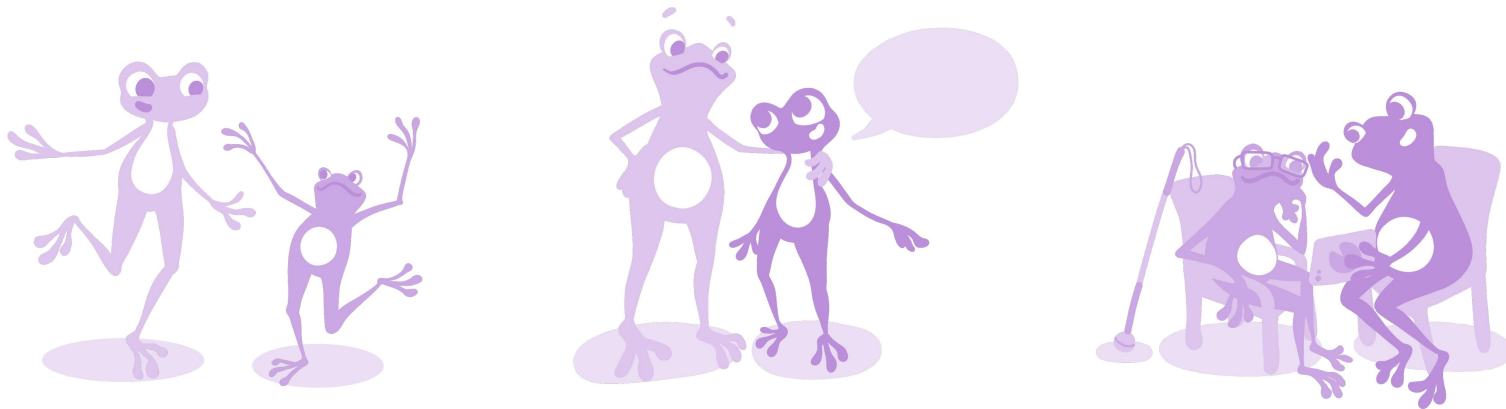
Every student, every step

Rethinking work experience from primary to post-16

Who we are

Unifrog is the **universal destinations platform**.

We're on a mission to support students from their earliest aspirations in primary school and make sure every young person finds their **best next step** after school or college – regardless of where they come from.



The 3 values we work by



We put having a **positive social impact** before anything else



We will **never stop trying to improve** our service and platform



We highly value our partner schools and **respond to their input**

What we do

We help students explore their interests and progress to positive and fulfilling next steps, whether that be an **apprenticeship, university, or the world of work.**

We support schools and colleges to:

- ✓ Deliver outstanding whole-school **careers provision**
- ✓ Streamline **work experience placements** for all students
- ✓ Fully meet the **DfE and PSHE** Association objectives



Unifrog in numbers

3,100+

Schools and colleges in the UK are **partnered** with us



2.2 million



Opportunities shortlisted by Y12 students when researching next steps last academic year



125k+

UK **teachers and advisors** in the Unifrog community

4,000

We estimate 4,000 fewer students become **NEET** each year thanks to Unifrog



Key challenges in today's landscape

New statutory guidance on modern work experience

- **Two-week guarantee:** schools need to deliver two weeks of 'modern work experience' between KS3 and KS4
- The **Equalex framework** was created, aligning with Gatsby Benchmark 6
- Meeting this will be a challenge, but **Unifrog is here to help!**

In a 2025 study by
The Key Group:

37%

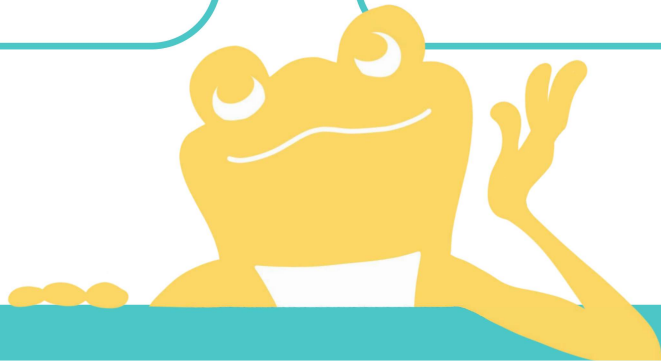
of Year 10 students
completed **one week**
of work experience

Facilitating opportunities for all students

A young person who has four or more **meaningful encounters** with an employer is **86%** less likely to be NEET.

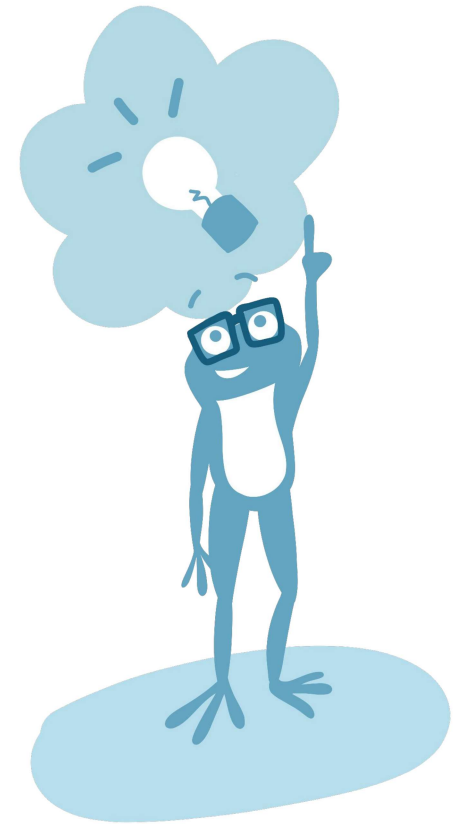
91% of schools involve **parents** when sourcing work experience placements for their students.

Young people from families with **professional backgrounds** are **80%** more likely to enter professional jobs than disadvantaged peers.



Teacher and advisor workload

- Not a new problem!
- Tools are available to manage workload, but it's **hard to know what's best** out of everything available
- A need for tools that do as much as possible with **minimal teacher/advisor time** investment



Unifrog for primary schools



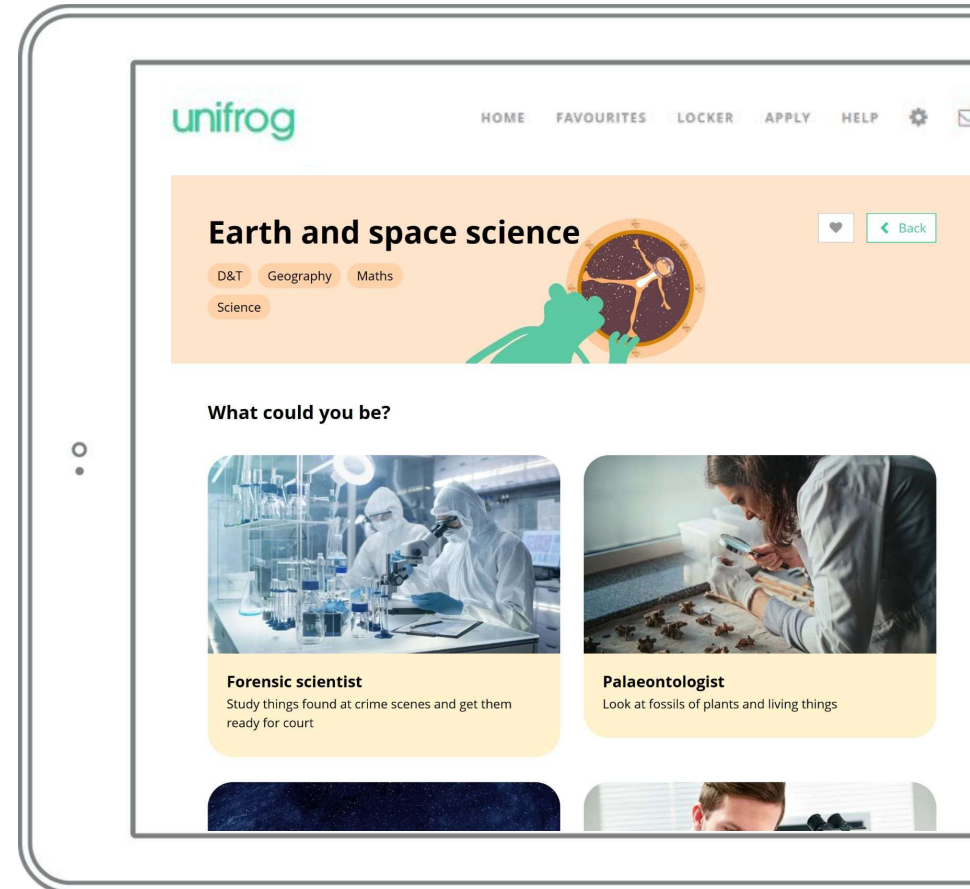
The primary context: findings from the Start Small, Dream Big pilot

- Career-related learning has **a striking impact on aspirations**
- 75% of teachers report pupils felt significantly **less restricted by stereotypes** as a result
- 93% of **employers want to continue engaging** with primary schools after this study



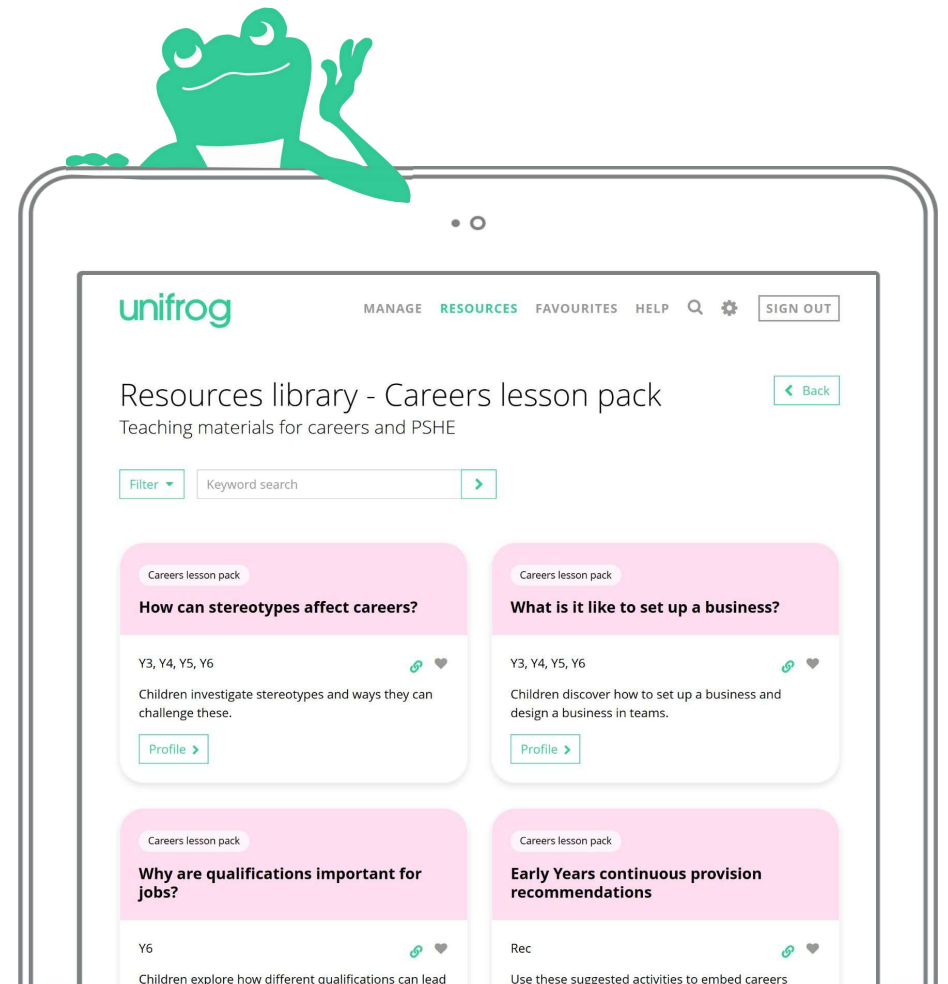
Unifrog platform for primary school

- Our mission is to **raise aspirations and reduce stereotypes**
- Fully-comprehensive, ready-made **PSHE lessons** with Careers and Personal Development resources for Years 1–6
- Made **for teachers, by teachers**



Careers lesson pack

- Comprehensive **spiral careers curriculum** from Reception to Year 6
- Engaging **plug-and-play lessons**, mapped against CDI Learning Areas
- Children build knowledge, skills, and attitudes, and see **how what they learn in school relates to exciting careers**



Example careers lesson: Reception

Milly the frog worked in a shop of magical creatures.

She sold many strange and unusual animals.




Example careers lesson: Key Stage 2

Reasons for working (2 mins)

Everyone has different reasons for doing their jobs.

Ben wants to work in a zoo. His favourite animals are snails. He just got a job working as an **animal care assistant** at a rescue centre. He works with a team of ten. Ben is paid minimum wage.




Choose **two** reasons why Ben might be doing this job.

It links to his interests.

He prefers to work alone

To learn new skills.


High pay.





Why do people do different types of work? unifrog


Reflection about jobs


1) Circle the jobs from today's lesson you **might like to be paid for**.



Lifeguard



Bank manager


Kitchen assistant


CEO


Animal care assistant


Costume designer


Teacher

2) Write down any **other jobs** you might like to be paid for.

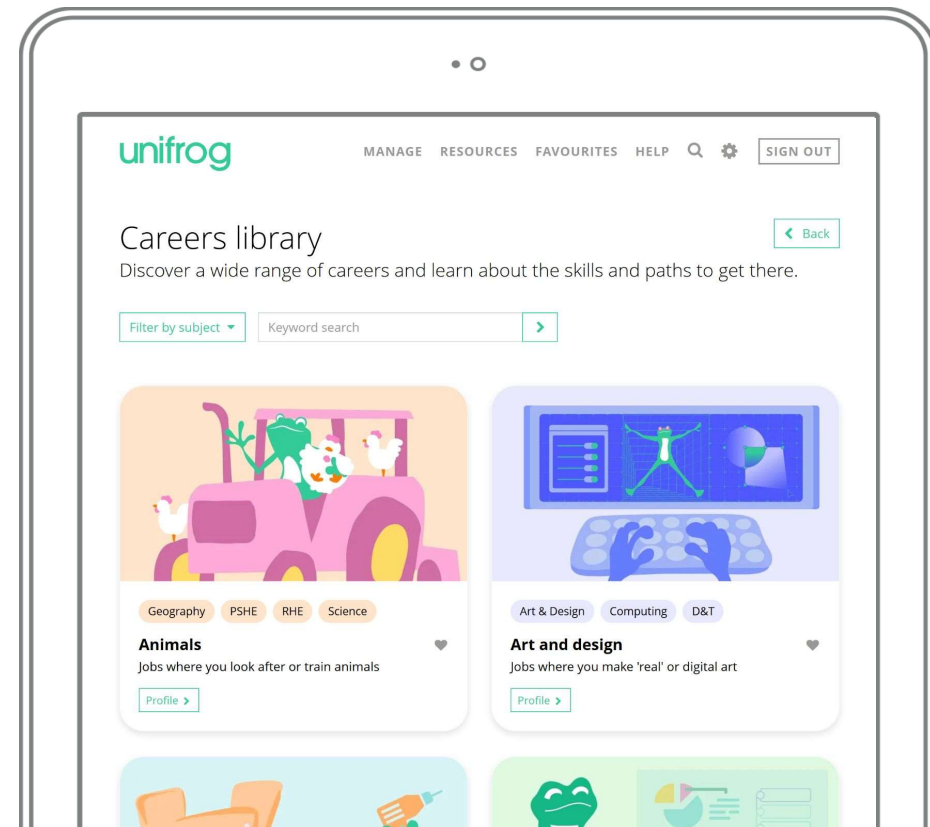
3) Would you like any of the following from your job? Circle →

Working with nice people	Yes	No	Unsure
Getting paid lots of money	Yes	No	Unsure
Helping people	Yes	No	Unsure
Using maths in your job	Yes	No	Unsure
Being creative	Yes	No	Unsure
A job involving writing	Yes	No	Unsure
Working with technology	Yes	No	Unsure

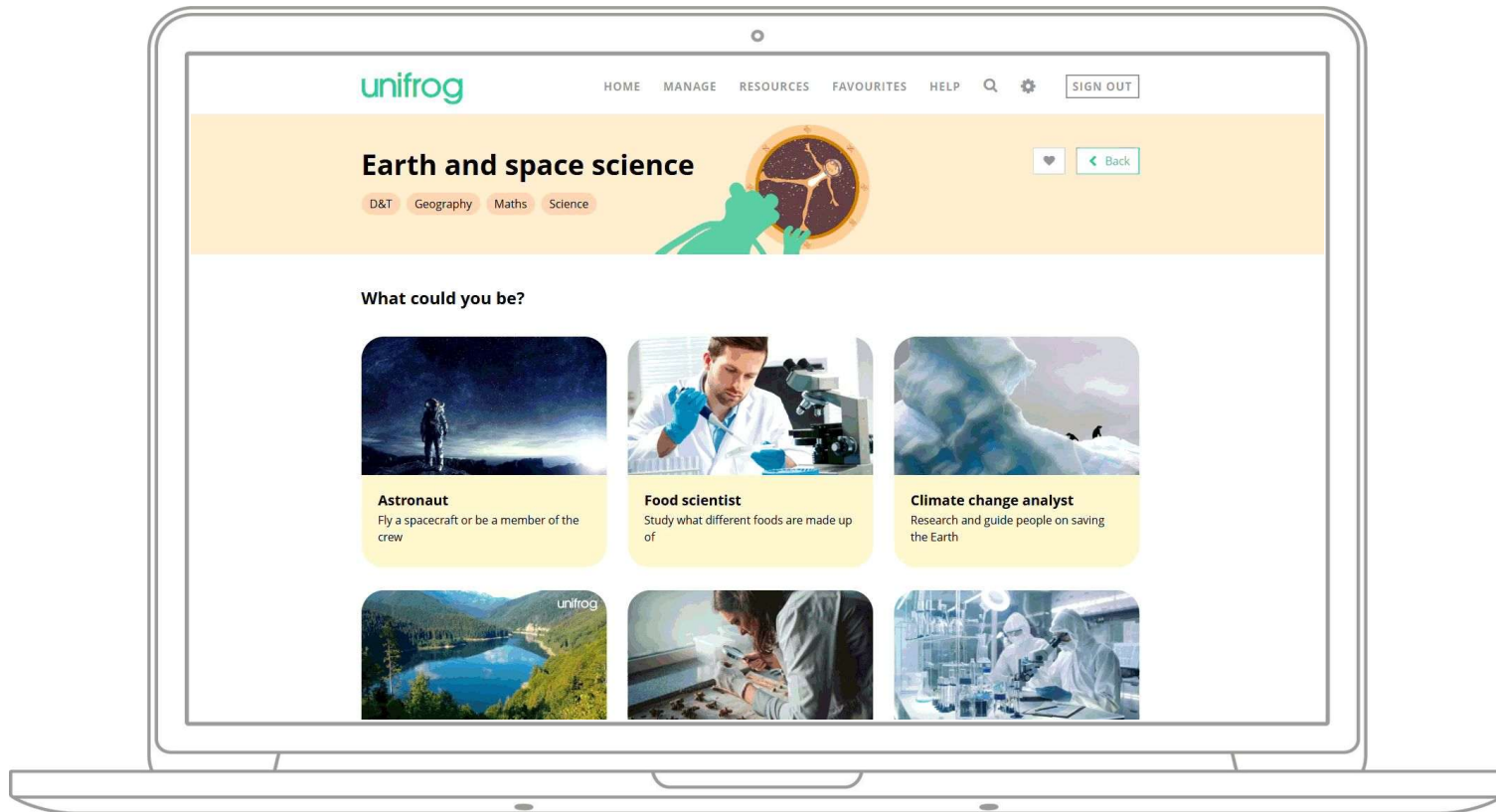
4) Is there anything else you would like from a job?

Careers library

- An **engaging, interactive library** to encourage further exploration
- Children can find **careers related to their interests** and linked to favourite subjects
- The diverse library **challenges career stereotypes** related to gender and background



Example Careers library profile



What careers leaders say

“At Creative Education Trust we chose the Unifrog platform for our primary academies as it will support us in building a **carefully structured, intentional careers and PSHE programme** for all our children from Reception onwards.”

Jo Seward, Trust Lead for Careers and Employability,
Creative Education Trust



What careers leaders say



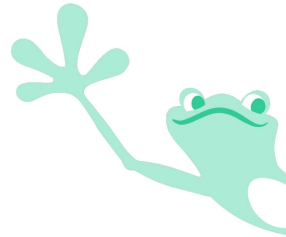
“At Rufford Primary School, we place real value on high-quality careers education from the very earliest years. As a result [of using Unifrog], we are already seeing a **far richer and more varied response** when we talk to pupils about their **future aspirations.**”

Francesca Mackenzie, Reception Teacher and Careers Leader,
Rufford Primary School

Unifrog for secondary school



Unifrog for every pathway



Our mission is to **help students find their best next step**, whatever their background, whether that be an apprenticeship, university, or straight into the world of work.

We offer a wide range of **tools and resources** for students, teachers, and advisors:

Psychometric testing

Careers library and
Subjects library

Apprenticeship and
University search tools

Virtual student events

...and **much more!**

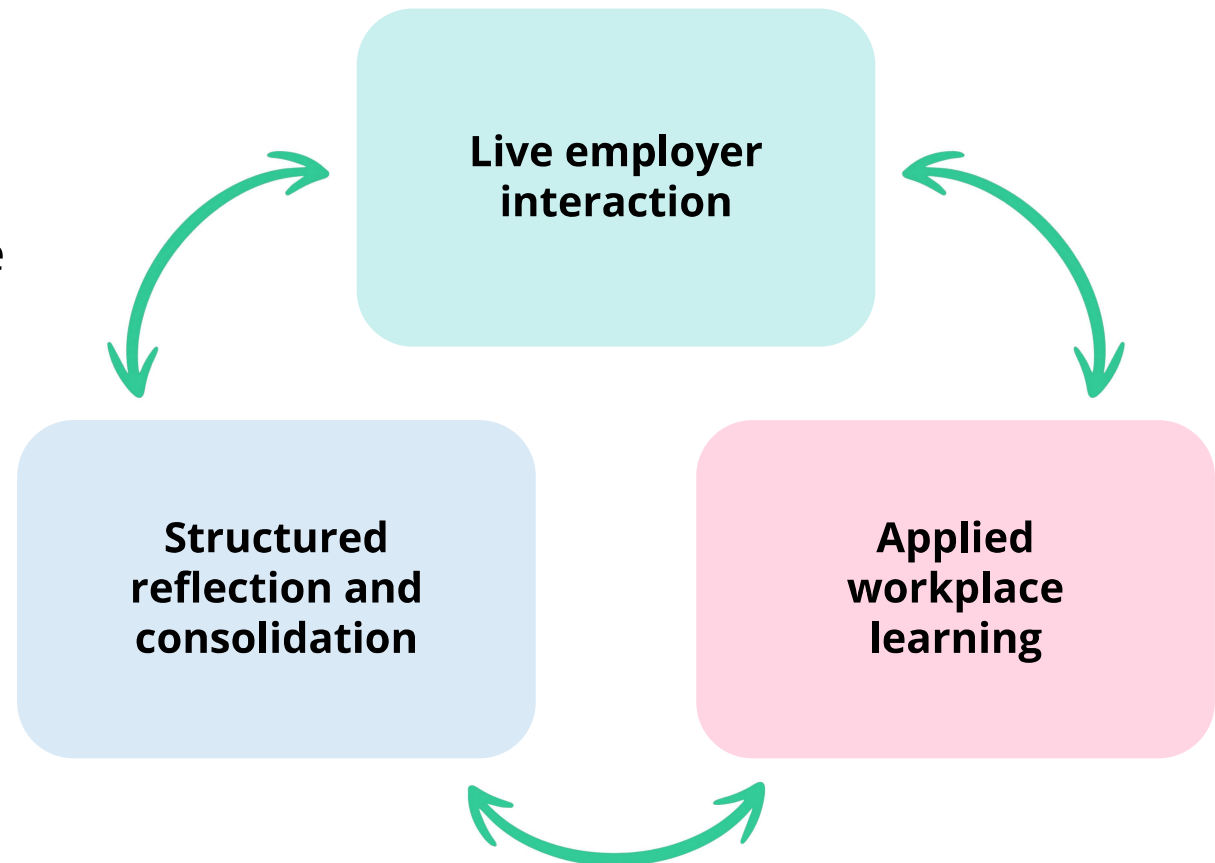
Virtual work experience week

- Five days with **five employers** hosting live sessions and assigning real workplace tasks
- Help students access **meaningful virtual work experience** that aligns with their aspirations



Coming in 26/27: 'Careers in...' days

- Structured **virtual workplace experience** days throughout the year
- Designed to support Gatsby Benchmarks 5 and 6
- Suitable for **Y9-12 students**



Unifrog's Placements tool

- For work experience placements, the Unifrog Placements tool add-on can be used to **streamline management** of the process
- The tool includes a new **database of 60,000 employers** across the UK offering in-person and virtual work experience
- Help provide better access to a wide variety of workplaces **for all students**



Record student journey



Send and track forms



Build database



Interactions and events

Impact of the Placements tool



47%

of UK schools **already use the Placements tool** to streamline WEX management



450,000+

placements have been facilitated through the tool since it was launched



Time-saving

is the **most valued benefit** of the Placements tool among current users

What careers leaders say about the Placements tool

“What’s beautiful about the Placements tool is you can literally see for every student where they’ve gone on Placement and all the details, even down to the employer’s insurance documents. **Ofsted were really happy** I was able to produce that at the drop of a hat.”

James Gold, Head of Sixth Form, **The Highfield School**



What careers leaders say about the Placements tool



“The Placements tool has been the **pivotal factor** in the school's decision to re-introduce work experience to the careers programme post pandemic. Adding the Placements tool has furthered our provision to ensure we are compliant with Benchmark 6 in ensuring that **by the age of 16**, all pupils have had one meaningful work placement.”

L Mickleburgh, Head of Careers, **Norwich High School for Girls**

Reduce teacher and advisor workload

- **Careers Year Plan:** A spiral curriculum to deliver outstanding careers education and make the most out of Unifrog, saving planning time.
- **University applications:** Centralise management of personal statements and applications, reducing the need to chase.
- **Interactions:** Track and report on student interactions, providing you with a comprehensive audit trail for inspections.



Help every student find their best next step

- **Virtual student launch sessions:** Offered to target schools and colleges in disadvantaged areas to get them engaged with Unifrog from the start.
- **Future Talent Programme:** Helps students develop their skills and learn how to present these skills to universities and employers.
- We foster **partnerships between universities, employers, and schools** with a high proportion of students from IMD 1–3 backgrounds.



What careers leaders say about Unifrog



“Unifrog has become central to the way we support our students with their career planning. It’s our mission to ensure that all of our students, no matter what their background, have access to the best careers advice - and **Unifrog is fundamental** in enabling us to achieve this goal.”

Jo Wood, Head of Student Development and Careers
Programme Leader, **The Sixth Form College Birkenhead**

What careers leaders say about Unifrog

“Since adopting Unifrog across Ark, both our overall and average Gatsby Benchmark achievement have improved year on year...Unifrog is now a core part of how we raise aspirations and widen opportunity for young people across Ark.”

Sarah Taunton, Head of Destinations, **Ark Schools**



Key takeaways

- At **primary**, it's vital to raise aspirations, broaden horizons, and challenge stereotypes through engaging careers lessons
- At **secondary**, build on these foundations to facilitate impactful work experience opportunities and help students build a picture of the best next step for them
- **Unifrog is *the way to do this at every age***, while minimising teacher workload and supporting students from every background







Would you like to find out more?

Get in touch today to learn about how Unifrog can help you support students from primary to post-16 with a comprehensive careers curriculum.

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Book a demo

