

October 2025

Dear Families,

I wanted to write to express my thanks to the students and families who have made me feel so welcome at Dixons Allerton. It has been a long term and there have been lots of changes that have taken place in such a small timeframe.

Attendance

Our term started so well with DAA having some of the highest attendance in over a year, however this has taken a dip towards the end of the term to fall at 90% again, we must work together to ensure our students are maximising their time in school by attending every day. There is such a strong link between excellent outcomes and excellent attendance, I ask again to make sure you are not allowing your child to take a day off for such simple reasons as a cold or sore throat, these can be solved by simple medication, and it means a day is not lost. Out attendance panels will be starting soon, if you are invited it is vital you attend to ensure we are focusing on attending every day. We will also be supported by the NHS, if your child has multiple days absence due to sickness you will be asked to attend our hub meetings to look at the additional support we can provide to improve attendance.

Our attendance has also been hit with parents choosing to take their child abroad, this is not acceptable during term time and will incur a fine if taken.

Mobile phones

Mobile phones in school cause a significant safeguarding concern, there is no reason for a student to have their phone on their person during the day. The process is that all students must place their phone in their locker for the duration of the day. If students are seen using a phone during the day it will be confiscated and the phone **will not be returned until the end of the week**, when it must be collected by a parent. Please understand that even if the phone is yours or has a bus pass etc on it, the student is responsible for following the academy rules, if they choose not to follow this then the sanction will be imposed.

Conduct

I would like to thank the parents who are considerate of manners and professionalism when speaking to the academy staff, unfortunately this is not always the case. If any staff are met with aggressive or abusive behaviours, you will be asked to leave site. Behaviour such as this is not fair and it will not be tolerated. Any parent who is abusive may face a ban from site.

Calls to reception

We have experienced an issue with our incoming calls, our IT teams do believe they have found the solution, and you should have seen an improvement in the calls being picked up and calls being returned. If this is not the case, please could you let me know. I want our families to be able to contact us and for us to respond to your concerns.

My Child at School App

In the age of technology, the above app makes it easier for you to see what is going on with your child in school. We have lots of parents who currently do not use this. Please see [Dixons Allerton Academy | MCAS App](#) for more information on our website. We will be strongly encouraging all our parents to access this.

Wishing you all a safe and happy half term

Kind regards



Richard Wilson

School and College Trust Leader and Principal