

7 September 2026

Dear Parents and Carers,

As communicated over the weekend, I wanted to share some further information with you regarding attendance and why it is such an important priority for us this year.

At Dixons Croxteth, we have seen GCSE results improve year on year across all areas. Together, staff, students and families have worked incredibly hard to create a purposeful culture of learning, high expectations and pride. I am ambitious for our academy and have a clear vision that, within the next five years, Dixons Croxteth will be recognised as one of the highest-performing secondary schools in Liverpool.

To achieve this, we must remain relentlessly focused on the things that matter most.

At Dixons Croxteth, we use six critical questions to provide focus and clarity to our work. These are based on the work of Patrick Lencioni and The Table Group:

- Why do we exist?
- How do we behave?
- What do we do?
- How will we succeed?
- What is most important right now?
- Who must do what?

After reviewing our performance, senior leaders have agreed that our "What's Most Important Right Now?" focus must be:

"Relentlessly improving attendance across all year groups by directing our time, energy and resources towards getting every student in school, every day."

While we have made significant improvements in many areas, attendance remains one of our greatest challenges. Last year, attendance at the academy was below where it needs to be, and this is holding some students back from achieving their full potential. We are determined to change this.

The link between attendance and academic success is undeniable. Students who attend school regularly achieve better outcomes, make stronger progress and have a greater chance of accessing future opportunities. However, attendance is about much more than examination results. Every day in school provides opportunities to learn, develop friendships, build confidence, take part in enrichment activities and receive support from trusted adults.

This is especially important for students with SEND and other additional needs, where regular attendance allows us to monitor progress closely, provide timely interventions and ensure the right support is in place.

Improving attendance is a shared responsibility, and we cannot achieve it without the support of families. Small routines make a significant difference. Preparing equipment and uniform the night before, setting alarms, encouraging positive morning routines and ensuring students leave home with enough time to arrive punctually all contribute to strong attendance habits.

It is also important that students arrive at school on time. If a student arrives after registers have closed, they will receive a U code. This is recorded as an unauthorised absence for that session and will have a negative impact on their attendance record. We therefore ask all families to prioritise punctuality and support students in arriving on time each day.

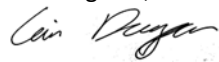
Because attendance is our academy-wide priority, staff will be taking a proactive approach this year. This will include phone calls, meetings, home visits and targeted support where appropriate. Our aim is always to work alongside families to remove barriers and ensure students attend regularly.

I would also like to remind families that holidays during term time will not be authorised except in exceptional circumstances as defined by national regulations. We strongly encourage all families to plan holidays and appointments outside of term time wherever possible so that students do not miss valuable learning.

Dixons Croxteth is a proud and ambitious academy. We are determined to be the very best we can be, and attendance will play a crucial role in achieving that ambition. Every lesson matters, every day matters, and every student matters.

Thank you for your continued support and commitment. By working together, we can ensure that every child benefits from the opportunities available to them at Dixons Croxteth

Kind regards,



Iain Duggan
Principal

