

Civic Impact Report

2026



DIXONS
ACADEMIES
TRUST

Our trust mission is to challenge educational and social disadvantage in the North.

It is why we exist.

At the start of every meeting we revisit this mission.

It is our lodestar.

Providing an excellent education in our 21 schools and colleges, from Chapeltown to Croxteth, is of course the bread and butter of what we do. But that by itself is not enough to achieve our mission.

As a trust, we want to innovate and push the boundaries of what is possible for school trusts. To blaze a trail for others to learn from. We know that if we invest in our communities, support them to have a voice and power, meet the basic needs of our families, and work for local systems change, we are more likely to achieve our mission. These are the goals of our civic responsibility strategy.

This is the story of our civic impact. Our purpose is not to seek acclaim; all of this work is only possible through partnerships – through individual and institutional local solidarity. We rise and fall together. We are not the leaders. What we do want to do is show what school trusts are capable of, to take this conversation to the next stage and demonstrate the potential of school trusts as civic anchor institutions.

Dixons has embraced the concept of the civic role of trusts. This is the wider work that trusts do to address things that are putting pressure on schools and communities. Dixons has always been committed to challenge educational and social disadvantage in the North. This mission translates into leadership in the places where their schools are. It has been brilliant to watch this work grow and flourish.

**Leora Cruddas,
CEO, Confederation of School Trusts**

Education

We run 21 schools and colleges across the North of England, in Leeds, Bradford, Greater Manchester, and Liverpool. The areas we serve are often referred to as ‘left behind’ or ‘Red Wall’ communities. We prefer to say they are socially and culturally rich but economically and politically poor. They are economically and politically poor because of the decisions of power holders over the last forty years. We do not need to rehash the broader context and indicators in terms of multiple deprivation, life expectancy and crime.

Suffice to say, they are the best communities in the country, they have been let down for too long and it is time for our areas to step into their moment in the sun.

We aim for all of our schools to be high performing academically. We want all our students to be in a position to go to university or a real alternative depending on what they want to choose.

Over the last year, we have:

STRONG
AND IMPROVING
PRIMARY
READING
OUTCOMES

OUR AVERAGE
INCREASING
FROM 82% TO

87%
IN 2026

WELL ABOVE THE
NATIONAL
AVERAGE

EDUCATED

OVER
17,000
YOUNG PEOPLE

BUILDING

KNOWLEDGE,
CHARACTER,
AND

BELONGING

TURNED AROUND SCHOOLS

DIXONS
CROXTETH
ACADEMY

GOING FROM A
CLOSURE NOTICE
TO ONE OF THE

MOST IMPROVED
NATIONALLY

CODIFIED
OUR INSTRUCTION
PRINCIPLES

AND IMPLEMENTED
THEM WITH OVER

13,000
HOURS OF
COACHING

ACHIEVED
STRONG
OUTCOMES
IN A CONTEXT OF

40%
OVER
OF STUDENTS
ENTITLED TO
FSM

20%
OVER
WITH
SEND

& HALF OUR SCHOOLS
RECOGNISED BY THE
SECRETARY OF STATE
FOR THEIR EXCELLENT OUTCOMES FOR
DISADVANTAGED STUDENTS

PRIORITISED ENRICHMENT

400
CLUBS

11,000
STUDENTS
ROWING

1200
STUDENTS
IN OUR ATHLETICS
CHAMPIONSHIPS

15
SCHOOLS
PARTICIPATING IN
A DRAGON BOAT
FESTIVAL

OVER
1400
EXPEDITION DAYS

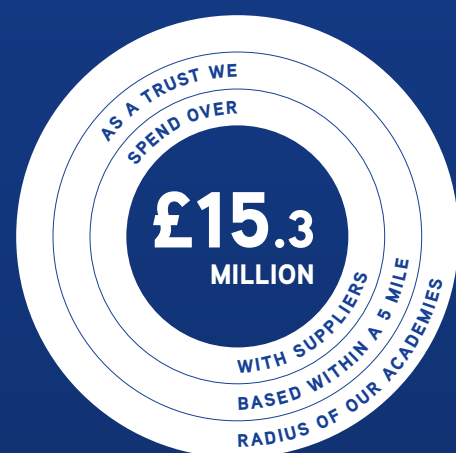
18
SCHOOLS
PERFORMING IN OUR
COLLABORATION CONCERT

What
financial
part do we
play in our
communities?

OVER
2250

OF OUR 2500
EMPLOYEES
LIVE AND WORK
IN OR CLOSE TO
THE COMMUNITIES
WE SERVE *

We are people living,
working and innovating
within our communities



**ALMOST HALF
THE MONEY
WE SPEND IS SPENT
LOCALLY**

**WE ARE HUGE INVESTORS
IN OUR COMMUNITY
IN REAL FINANCIAL TERMS
EVERY SINGLE DAY**

**WE ARE HUGE CONTRIBUTORS
TO THE CULTURE AND FUTURE
OF OUR COMMUNITIES**



**WE ARE BRINGING
GLOBAL PARTNERSHIPS
INTO OUR COMMUNITIES
AND TAKING OUR COMMUNITIES
INTO THE CORRIDORS OF POWER**

* within 10 miles of an academy

Civic Responsibility

Beyond our core work in the classroom and providing enrichment for our students, and our status as an anchor institution providing employment and reinvesting in our local economies, we must do more if we are to achieve our mission. As a school trust we have a three-part strategy to help us achieve our mission of challenging educational and social disadvantage:

Voice, influence and Power for our communities

The people who know best what is best for our communities are our students and families. We work to give them a platform through our partnerships with Citizens UK and others. They are the best at telling truth to power and our regular listening work makes sure our work is rooted in what really matters.

Community hubs and family support

Increasingly, our schools run community hubs that support families directly, often in partnership with local organisations. We support with food, benefits advice and much else, but also provide places of association where families can build trusted relationships and gain support.

Local systems change

We work to build local partnerships to make sure our families get more integrated, relational and responsive public services, often delivered through school. We have been proud to support the development of the Education Alliance for Life Chances in Bradford and we are sharing the lessons from that across our other communities.

Local convening and systems change

Too often, public sector and VCS organisations work in silos. In order to genuinely tackle educational and social disadvantage, we aim to build deep collaborative place-based partnerships, where organisations come together to pool resources and expertise to support communities.

Dixons Fazakerley Academy and Dixons Croxteth Academy hosted partner organisations to provide direct support to our families.

Broadgreen Beacon Community Hub supported over 500 families with food security and adult education classes this year.

Liverpool Citizens campaigned for support for families in temporary accommodation.

Act Locally Manningham and Gillingham supported the mental health of women and girls through local place-based collective impact, in partnership with EALC.

Bradford Parent Power brought together over 170 Dixons parents to create tuition opportunities and a Cubs group.

Dixons Middleton Academy organised a whole-school community walk to Tandle Hill in support of Spoons, the neonatal care charity.

Wythenshawe worked with the Reach Foundation's Cradle to Career partnership and other local schools.

Dixons Sixth Form Academy created community through Chai and Chaat, food support and an intergenerational skills exchange with Women Zone, where students and a local aunties group shared Tai Chi, Urdu, mindfulness and digital skills.

Dixons Allerton Academy Health Hub placed NHS staff in schools, in partnership with the NHS, EALC and Oastlers School, to address health and wellbeing needs and tackle the root causes of low attendance.

ELSEC NHS staff delivered early language interventions in Dixons nurseries.

WY Citizens campaigned to end hate crime on public transport and improve community mental health support.

Unity Community at Dixons Unity Academy provided comprehensive family support, including benefits advice, food support, support groups, partnership referrals and community events.

GM Citizens secured improvements to antisocial behaviour reporting on public transport and changes to the CAMHS pathway.

Dixons Newall Green Academy and Dixons Brooklands Academy engaged parents systematically to build relationships, grow support and boost attendance.

Community hubs and family support

We have community hubs in nine of our schools, and all of the rest coordinate family support activity across local partners. Our schools run food banks, facilitate benefit advice, run adult education classes, make referrals to external support charities and organisations, and put on community events. In the last year we have:

Ran gardening groups, iftars and Christmas dinners across our community hubs.



DIXONS McMILLAN ACADEMY
TRINITY ROAD
COMMUNITY HUB

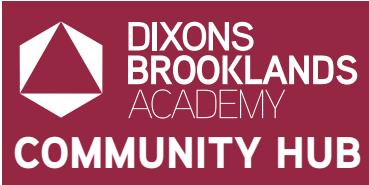
Held summer fetes across our academies, bringing families, staff and local communities together and strengthening belonging.



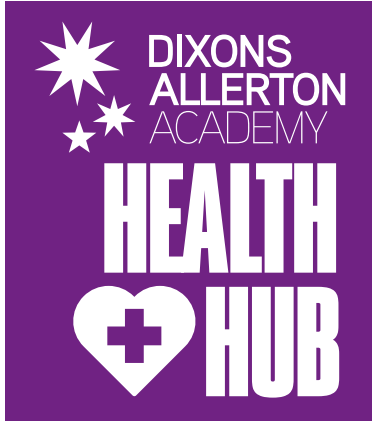
THE BROADGREEN BEACON

Rebuilt local academy boards as representative stakeholder bodies, giving students and families a meaningful voice in major decisions, such as school uniform, which help to make school more affordable.

Students put campaign asks directly to mayors, transport leaders and NHS leaders at Citizens assemblies across West Yorkshire, Greater Manchester and Liverpool.



DIXONS BROOKLANDS ACADEMY
COMMUNITY HUB



DIXONS ALLERTON ACADEMY
HEALTH HUB



UNITY COMMUNITY

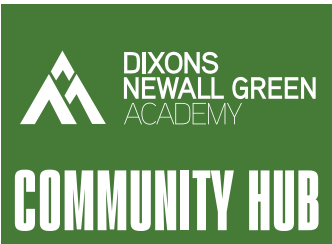
Provided benefits advice, food parcels and clothing support to families.

Recorded over 3,000 community hub attendances, overwhelmingly from families with the greatest need according to IMD data.



DIXONS MANNINGHAM PRIMARY
COMMUNITY HUB

Ran parent groups across our trust, including at our Manningham, Broadgreen, Unity and Newall Green academies, building skills, confidence and relationships.



DIXONS NEWALL GREEN ACADEMY
COMMUNITY HUB

Brought local partners together to coordinate support for families.



DIXONS CROXTETH ACADEMY
COMMUNITY HUB

Voice, influence and power

Key to our civic responsibility strategy is facilitating building power in our communities. Through working with Citizens UK and the Brilliant Club, we have supported our students and families to have sustained civic impact.

- We have helped rebuild Greater Manchester Citizens (GM Citizens). **Our students have launched campaigns** against anti-social behaviour in their communities and on public transport, **leading to the roll out of fast reporting of incidents on the Bee Network** – directly tackling threatening behaviour towards women and girls.
 - With GM Citizens, **we have worked with CAMHS to transform the waiting list process so that there is more transparency and support for families.**
 - We have helped build West Yorkshire Citizens along with other partner trusts, **where our students and families have won commitments from the NHS to co-produce community mental health spaces.**
- We are now working with the Combined Authority on challenging hate crime on public transport.
- We have helped build Liverpool Citizens, where our students have worked on supporting families in temporary accommodation and won commitments to improve bus services.
 - We have sponsored Bradford Parent Power with the Brilliant Club, Go Higher West Yorkshire and Queens' College Cambridge. It is now the **biggest Parent Power chapter in the country**, with over 170 members. **The parents have raised £20,000 of funding** for a new CIC they've incorporated **to expand access to weekend tuition for Y9-11 students.**

If I face any difficulty in the educational pathway, I can seek support from other parents.

It's a brilliant initiative, and the name of this club is highly suitable to its performances – Parent Power!

Parent Power Parent
at Dixons McMillan Academy

Coming soon...

We want to build and extend our work in all these areas:

- New community hubs opening soon
- We are supporting a major community convening and local systems change project in North Liverpool, along with our partners
- As we have expanded to take on schools in Rochdale and Tameside, we are scoping what our civic responsibility work needs to look like in these areas
- We are working with our partners to build an EdCity North in Manchester, as a collaborative workspace for organisations committed to our mission

When I attend the Self Reliant group it makes me feel part of a really strong sisterhood, and I feel less isolated. I have been empowered to improve my skills, made meaningful friendships and I truly feel like I belong.

My family have noticed a difference in my confidence and I feel positive about the future.

Parent at Dixons Manningham Academy

We are delighted to be working with Dixons around their schools in Wythenshawe. They are actively engaged in partnerships in communities that go beyond their schools and seek to strengthen communities.

**Ed Vainker,
Managing Director, Reach Foundation**

Thanks to our partners

Our work supporting our communities and families is only possible thanks to strong partnership working. We want to thank and acknowledge our partners who have made so much excellent work possible.

Al Mustafa Centre	Leeds Youth Service
Armley Chai and Chat	LFC Foundation
Armley Helping Hands	Litter Free Leeds
Armley Leisure Centre	Little Indian Kitchen
Barca Leeds	Liverpool Citizens
Better Start Bradford	Liverpool City Council
Born in Bradford	Manchester Airport
Bradford Birth to 19	Manchester City Council
Bradford Children's and Families Trust	MCKS
Bradford College	Mind Mate
Bradford Council for Mosques	New Wortley Community Centre / Centre for Warmth
Bradford District Care Trust	NHS Charities Together
Breath Easy	Parent Power and the Brilliant Club
Centre for Applied Education Research	Rochdale Borough Council
Christ Church Armley	Reach Foundation
Citizens UK	Rethink Food - weekly food deliveries
City of Bradford Metropolitan District Council	Roadblocks
Cllr Lou Cunningham	Saveco
Cobalt Housing	St George's Crypt
Councillor Debbie Cooke	Tameside Metropolitan Borough Council
Councillor Hayley Todd	Tesco
Cradle to Career programme partners	University of Bradford
Debt Money Laundering	University of Leeds
Department of Work and Pensions	West Bowling Community Advice and Training Centre
Education Alliance for Life Chances	West Yorkshire Citizens
Fareshare Food	White Rose Event Centre
Fazakerley Federation	Wythenshawe Community Housing Group
Greater Manchester Citizens	YAS First Aid Training
Green Doctor	Yum Kitchen
Greggs	ZA Community
Interplay	
Leeds City Council	

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