

1 March 2022

Dear families,

Academy News

Since January and the confirmation of our new academy name, I have been working with students and staff to consider a new academy mission statement, three new values and our new logo. In addition, we have been considering proposed uniform changes and although they will not come into effect until September 2022, they need to be confirmed soon so that new items can be manufactured.

Mission

Our academy mission is written in the past tense. This is to state our guarantee as to what you and your children can expect by attending Dixons Brooklands Academy. In the mission statement, we make reference to providing a first-class education. This first-class education will mean that students leave with the qualifications necessary to allow them to progress onto high quality apprenticeships or gain a place at university. We also want students to be proud of their local area and to make a positive difference in their community. Our mission is a very simple one:

Dixons Brooklands provided a first-class education to maximise students' opportunities to live a fulfilling life and make a difference in their community.

Our Values

We have agreed on three new values. We will hold each other to account, students and adults alike as we live and breathe these values in all that we do at Dixons Brooklands Academy.

1. **Work Hard.** *We never give up; we do what it takes for as long as it takes. We are industrious and curious.*
2. **Have Integrity.** *We always do the right thing because it is the right thing to do.*
3. **Be Kind.** *We play by the rules. We are polite, considerate and kind.*

The values are simple, clear and understood by all. I recently explained these values to students in an assembly. The values mean something; they will make a positive difference for all. They are not throwaway soundbites that may look impressive in a brochure. They will be referred to each day.

Our logo



Our logo is made up of two shapes that have relevance for us. The first is a hexagon, which represents a honeycomb shape. Students suggested this because, like myself, they are proud Mancunians and wanted a reference to the Manchester Bee symbol. Within the hexagon is a triangle, which represents a mountain. Students understand that their time in school will require hard work and will feel similar to climbing a mountain. Each day will be challenging for them but also rewarding. By the age of 16 at the end of Year 11, students will reach the summit, but this requires hard work over the five years at Dixons Brooklands Academy.



Next steps

We now have a new interim website page whilst we build our full website. For more information please visit www.dixonsat.com/brooklands. Over the coming weeks we will be continuing to consult with students on the uniform options for September 2022.

We will continue to communicate with families over the coming weeks and months and keep you informed about any new updates and changes. If in the meantime you require any additional information please do not hesitate to contact us via email at admin@manchesterhealthacademy.org.uk.

Thank you once again for your continued support.

Yours faithfully,

Kevin Green
Principal