



# Dixons City Academy

TRUST  
CONFERENCE 2026  
**EXPLORING THE  
DIXONS DIFFERENCE**  
#DixonsTogether

## Welcome

We are delighted to be welcoming you to our Trust Conference 2026.

Each year our conference affords us the opportunity to come together, in person, with all members of Team Dixons. What a powerful symbol of our trust highlighting the importance of our collective endeavour. This year is no different and it is wholly appropriate that our theme is our mission: our universal shared purpose, our compass. How do we operationalise our mission through the Dixons Difference?

We all make the Dixons Difference every day, individually and collectively, by doing our best to support our mission to challenge disadvantage in the North. At our conference we will delve into what we think the Dixons Difference is and what it means to us.

The day has been planned to bring us all together, to focus on educational and associate priorities, to take time out to reflect on the reality of disadvantage, and for us all to spotlight one aspect of our work to develop.

Finally, we know the power of self-determination to motivate us and have therefore designed our conference with our three drivers in mind:

**Mastery:** we learn and grow professionally.

**Autonomy:** we develop our own mental models of our mission, of disadvantage and of what makes the Dixons Difference. We make choices over how we will spend time in our day. We have agency to take learning forward personally and back to our teams.

**Purpose:** this is our shared mission, and by connecting in this way our motivation is multiplied.

Enjoy the day and use it to make a difference.

## Judith Kidd

Director  
Centre for Growth



## Schedule

9 - 9.30am	Arrival and refreshments
9.30 - 10.10am	Welcome and messages: Our mission and the Dixons Difference
10.15am - 12.05pm	Where do we see the Dixons Difference? <ul style="list-style-type: none"><li>•Education facing colleagues</li><li>•Associate colleagues</li></ul>
12.05 - 12.55pm	Team Dixons lunch, networking and celebration showcase
1 - 1.30pm	Keynote Sean Harris: Why Dixons mission matters now more than ever
1.35 - 14.25pm	Choice workshop
2.30pm	Close and depart

## Menu

### **Morning refreshments:** 9 - 9.50am

Selection of pastries and fresh fruit.

### **Lunch:** 12.05 - 12.55pm

Selection of wraps, sandwiches, salads and bloomers, houmous dip pots.

Yoghurt and granola pots. Variety of crisps and snacks. Selection of cold drinks.

Muffins and cookies.

All dietary requirements will be catered for.



# Dixons City Academy

## Travelling to Dixons City Academy

### By train

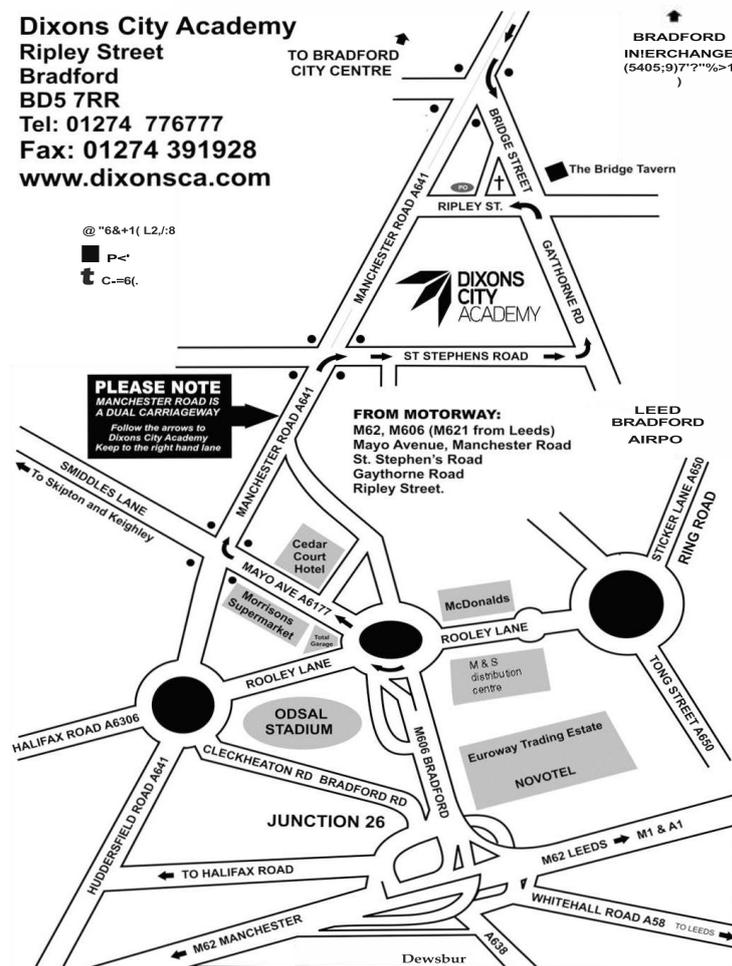
The academy is a 25 minute walk from Bradford Forster Square railway station and a 17 minute walk from Bradford Interchange.

### By bus

First Bus operates a wide range of services with many stops at either the Interchange or closer to the academy on Manchester Road.

### By car

The postcode to use for Sat-Nav is BD5 7RR.



## Parking at Dixons City Academy

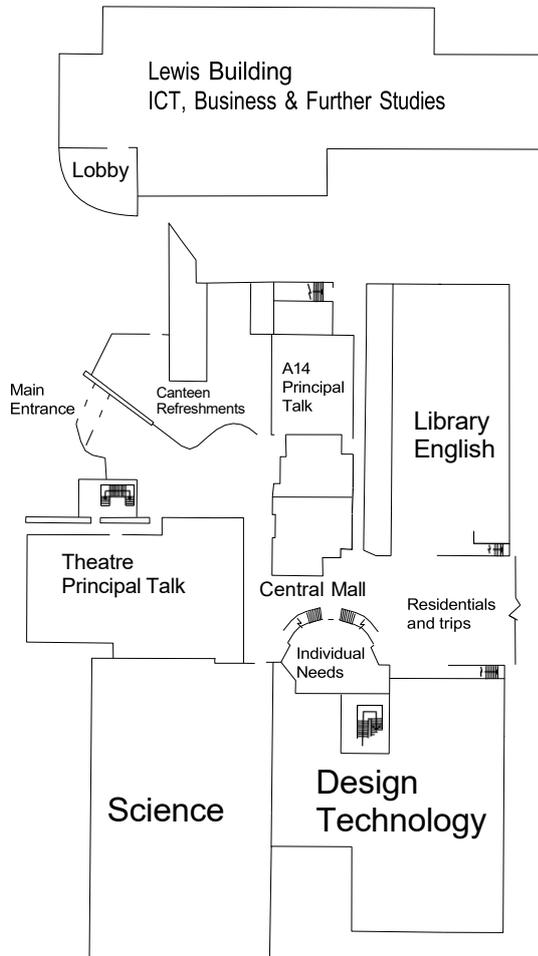
Parking onsite will be restricted due to the volume of people. We urge you to car share to get to our academy. Car park entry is via Rhodesway (yellow X and highlighted area is spaces). On street parking is also available on Rhodesway if the car park is full and you can use the pedestrian pathway (green X).



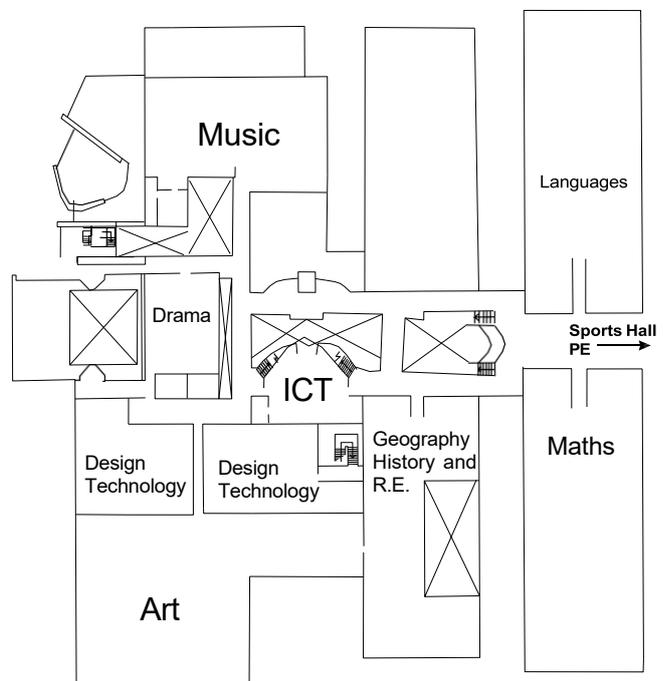
## Academy site map

Please see below the full site map for Dixons City Academy.

### Ground Floor



### First Floor



## Dixons City Academy fire and emergency evacuation plans

In each room, there is an escape plan. Please make yourself familiar with this in case of an emergency. Staff will guide you to the nearest exit in an emergency but please ensure that you are familiar with the routes from the area which you will be in on the day. All guests must remain at their assembly point until all attendants are accounted for and the site team have confirmed that it is safe to re-enter the building.



## Contacts

**Raouf Mohammad:** Dixons City Academy principal, will be on site attending the conference at Dixons City Academy.

If, for any reason, you are unable to attend on the day, please contact your line manager as usual for them to log your absence, and email [conference@dixonsat.com](mailto:conference@dixonsat.com).

Contact **Bethany Holmes:** academy admin manager with any further site-related queries about your day and the venue.

Contact Danny from our site team on 07957221755 with queries about parking or the building / access and any building related emergencies.



**Join in the conversation  
and share your thoughts  
using #DixonsTogether**

