

19 December 2025

Dixons Academy Merger

Dear Parents and Carers,

We are pleased to share an important update as our schools prepare to merge with Dixons Academies Trust.

As part of this transition, the four joining schools have now been officially renamed and rebranded. This marks a positive step in bringing our school communities together, strengthening a shared identity, and reflecting the ambitions and values of the trust we are becoming part of.

The new school names and branding have been carefully developed following consultation with staff, students, and members of the wider community. Each name reflects the school's local identity, culture, and aspirations, while also aligning with the Dixons Academies Trust mission and values.

This rebrand will help to:

- create a clear and consistent identity across the schools joining Dixons Academies Trust
- celebrate each school's individual strengths, character, and community
- support students, families, and staff through the merger with clarity and confidence

We are delighted to introduce our school's new name and logo, marking the start of an exciting new chapter as part of Dixons Academies Trust, designed to celebrate what makes the school unique while showing its place within the wider Dixons family.

Our school will now be known as **Dixons Ashton Academy**. This honours our local heritage – celebrating the strong sense of pride and identity within Ashton – while aligning with the Dixons naming convention and our place within our new wider trust. It signals our shared commitment to high-quality education and opportunity for all students.



Our new logo has been shaped by feedback from staff, students, and the wider community. Our new logo incorporates arrows and pathways, elements inspired by feedback from our community workshops. These symbols represent choice, clear direction, and forward movement – reflecting values of community, teamwork, and guidance. They illustrate how we support students in navigating their own learning journeys while progressing together as part of a connected community.

Thank you to everyone who shared their views during this process. We are grateful for your support as we move forward together.

Yours faithfully



Mr Matthew Little
Principal