

16 September 2026

RE: Thrive League relaunch

Dear Families,

We are excited to announce the relaunch of the Dixons Cottingley Academy Thrive League, an initiative designed to celebrate and reward the positive attitudes, behaviours, and habits that help our students thrive both academically and personally.

At Dixons Cottingley Academy, we believe that education is about more than just outcomes. We want every student to develop the character, resilience, and self-discipline needed to be successful in school and beyond. The Thrive League has been relaunched to reinforce our Academy drivers of Mastery, Autonomy and Purpose, while also promoting the British Values of democracy, the rule of law, individual liberty, mutual respect, and tolerance of those with different faiths and beliefs.

Through recognising positive contributions and responsible citizenship, we aim to help students become confident, respectful and responsible members of society.

Students will earn points through a range of achievements, including:

- Excellent attendance and punctuality
- Demonstrating a commitment to Mastery through consistent effort and a desire to improve
- Showing Autonomy by taking responsibility for their learning, behaviour and decision-making
- Demonstrating a sense of Purpose through positive contributions to the academy and wider community
- Consistently positive behaviour and respectful interactions with others
- Strong effort, engagement and resilience in lessons
- Participation in enrichment opportunities and wider academy life
- Embracing diversity, inclusion and the values that underpin life in modern Britain

The Thrive League will introduce a healthy sense of competition between year groups and student teams, creating additional motivation while fostering a strong sense of belonging and community. It will encourage students to take responsibility for their actions, respect the views and experiences of others, and positively contribute to academy life. Throughout the year, students will have the opportunity to earn rewards, recognition, and special experiences as they accumulate points and contribute to their team's success.

We know that the partnership between home and school is vital in supporting young people to succeed. We would be grateful for your support in encouraging your child to engage positively with the Thrive League and take advantage of the opportunities it provides.

We look forward to celebrating the achievements of our students and sharing their successes with you throughout the year. Thank you for your continued support.
Kind regards,

Mr E Iqbal

Assistant Director of Curriculum
Dixons Cottingley Academy