



Talent Academy  
Stakeholder  
Satisfaction Survey

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MAY 2024

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England Hockey would like to thank all players, parents and coaches who gave up their time to complete the survey. Your feedback is helping us to raise standards and improve your experiences.

# Introduction

## The Stakeholder Satisfaction Survey

With the implementation of the new England Hockey Talent System, and commencement of Talent Academy (TA) delivery from September 2022, England Hockey committed to running a bi-annual Stakeholder Satisfaction Survey.

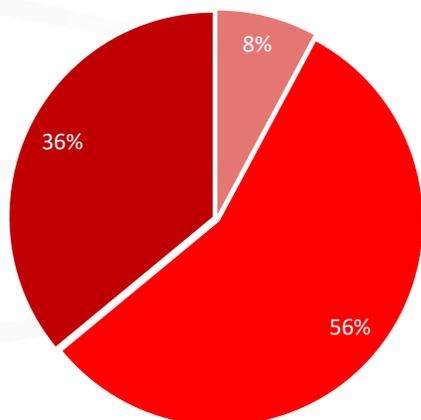
It aims to:

1. Gain an in-depth understanding of the experiences players, coaches and parents encounter within TA settings.
2. Identify trends and opportunities in relation to key areas of player and programme development to improve the experiences of players, coaches and parents within TA settings.

It is one of several tools to capture insight and help assess the progress and impact of Talent Academies alongside the annual TA Quality Assurance Process and the progression of players against the England Hockey Player Profile.

Through the first half of year 2 (September 2023 – February 2024), there have been significant strides made building on foundations set in year 1. One of those foundations has been the increased efficiency and understanding within TAs and their respective leadership team's ability to act and communicate to stakeholders with 12 months of experience behind them. However, it is clear there are still some areas that are difficult to deliver fully. These areas will require further work and greater education of all stakeholders.

# Data Collection Methodology



## Survey Participants

- Coach / Staff (21)
- Parent / Guardian (150)
- Player (96)

A questionnaire data collection method has been applied for this study to attempt to gain insight around the strengths and areas of development of the TA with the intention to understand player, parent and coach experiences for the period September 2023 to February 2024.

A Likert scale was adopted to represent the experiences faced by participants, in addition to open text box responses to provide additional viewpoints, to ensure a simple process for the participant was in place. Response numbers for Survey 3 were down on previous surveys as you will see below.

**Survey 3** – 96 Players, 150 Parents and 21 Coaches.

**Survey 2** – 143 Players, 374 Parents and 32 Coaches.

**Survey 1** - 297 Players, 545 Parents and 40 Coaches.

For the first time the survey was communicated via the Talent System Platform. This may well explain the reduced responses given the platform is not a place players/parents regularly access. Further communications have been shared and it is hoped that this issue has now been resolved for future survey communications. Thus, the depth of data analysed is not quite as extensive compared with the previous two surveys.

## Action since Survey 2

Since the second survey the England Hockey Talent Team have been working with TAs to address some of the key themes that emerged. The main one has been around increased support and connectivity between TAs and the England Age Group Programme.

For year 2 of the programme all TAs have been supported with a dedicated mentor. These mentors (many of which are England Age Group and or England u21 coaches) have been established to provide further support for Head/Lead Coaches of each TA. They are supporting the coaches with regards to developing an effective player environment, supporting their coaching practice, as well as using it as an opportunity to further identify high potential players for the England Age Group Programme or England u21s Programme. TAs have 9 touch points with their mentors during a cycle, 3 of which are face to face.

Moreover, following feedback from the first cycle more efforts have been put in place in the first half of year 2 to create strong connections between the TA programme and the England Age Group programme. A mid cycle open assessment ran in December 2023 which provided an additional opportunity for TA coaches to put forward high potential players to be observed by England Age Group coaches with a similar spring opportunity occurring at the end of May acting as a first look at players for the 2024-25 cycle.

## Action since Survey 2 cont..

Finally, in terms of further support for coaches, coach learning groups have now been set up for Lead Coaches of TAs as well as for TA GK coaches where Mark Bateman (Lead Talent Coach – Boys), Brett Holland (Lead Talent Coach – Girls) and Mark Hickman (National Goalkeeping Lead) respectively are sharing insights and knowledge in relation to the highly skilled actions and hockey IQ that is being coached and delivered within our national team's programme.

More broadly we continue to recognise the importance of connecting schools, clubs and Junior County Hockey with their local Talent Academy to support the best interests of players. Our Talent Development Coaches Networks (formerly known as Talent Development Forums) continue to grow with over a 265 coaches registering interest with many attending online sessions delivered by Talent Development experts supported by the England Hockey Talent Team. The aim of the coaches network is to explore how coaches can come together and collaborate to put the interests of players at the heart of the talent system. If you are a coach of a club, school or county environment and would like to join your local Talent Development Coaches Network please email [talent@englandhockey.co.uk](mailto:talent@englandhockey.co.uk) for details.

# Data Statistics across all Talent Academies

- Player experience
- Player ED&I
- Parent experience
- Coaches experience
- Coaches ED&I

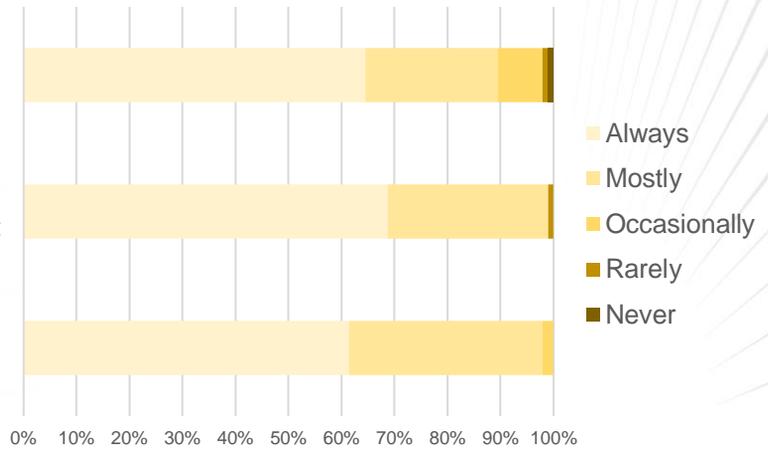
# Player Experience Statistics

**MARCH '24**

Within my Talent Academy, training is challenging and helps to stretch my potential as a player

I feel cared about as a person / player within my Talent Academy environment

I feel happy when training and competing for my Talent Academy

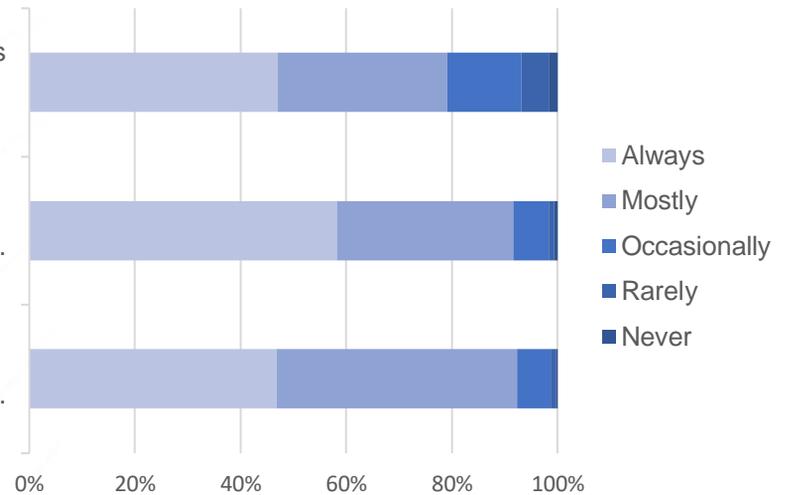


**MARCH '23**

Within my Talent Academy, training is challenging and helps to stretch my potential as a player.

I feel cared about as a person / player within my Talent Academy environment.

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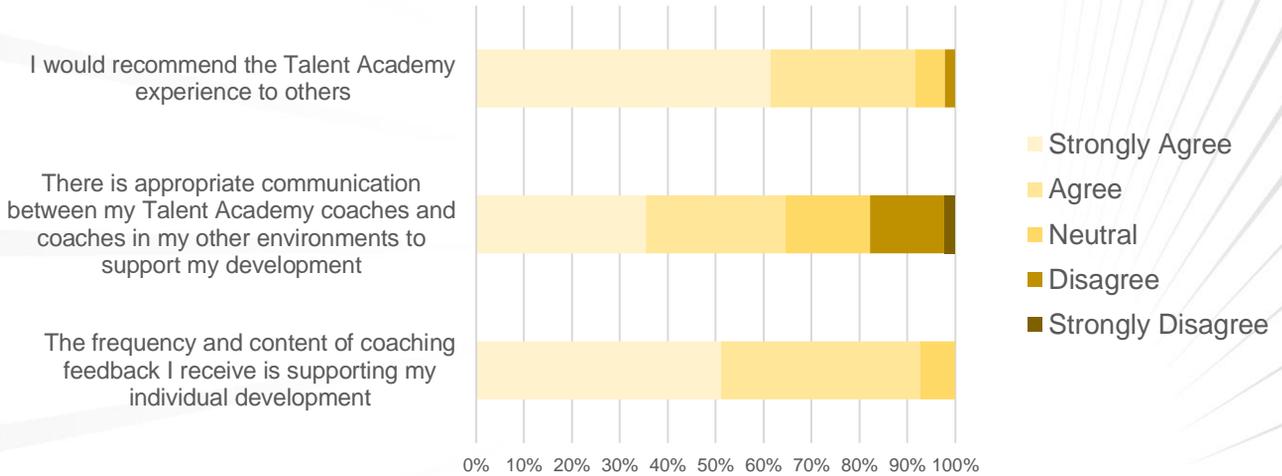
The level of player happiness within TA has improved in a year from March 2023 with an increase from 92% to 98% always or mostly happy when training and competing at their TA. Equally, players feeling cared about as a person/player has significantly improved again to a level of 98%. Feeling cared for as a player is fundamental to their development and making it more likely that they can thrive.

It shows the support work around a healthy culture provided to TAs in the Autumn of 2023 has hopefully influenced this change.

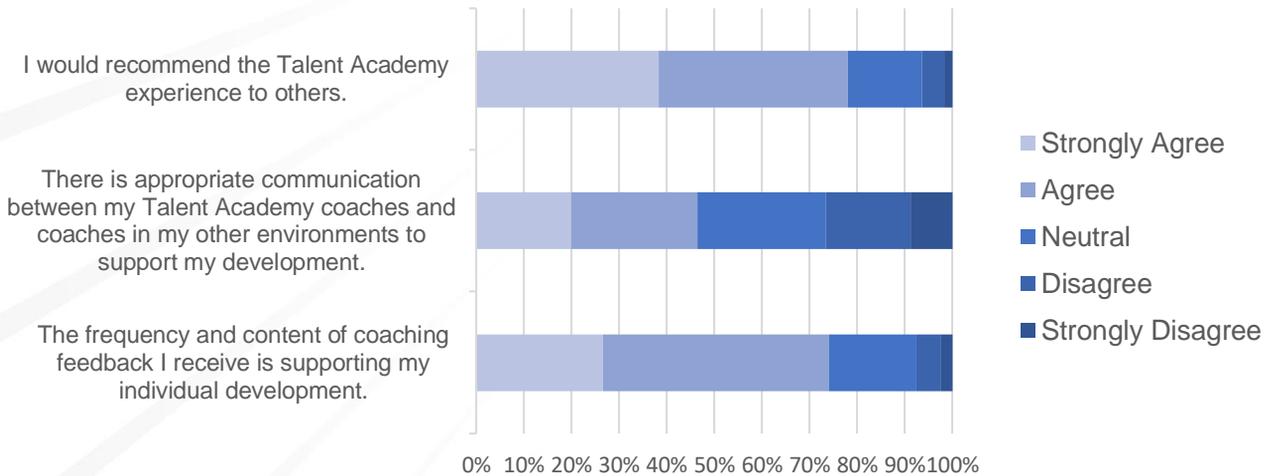
It is pleasing that players who stated they receive sufficient stretch as part of their hockey development always or most of the time within their TA has continued to increase from 83.9% to 90.4%. TAs are intended to develop high potential players preparing them for performance hockey environments such as National League and or England National Teams. Stretch is an important factor on a player's journey and one of the reasons for embedding talent development opportunities within club environments was to facilitate stretch where players could access senior hockey where appropriate alongside TA training. This process is continuing to improve among TAs and something we will continue to support coaches with in delivering environments that provide healthy stretch.

# Player Experience Statistics

MARCH '24



MARCH '23



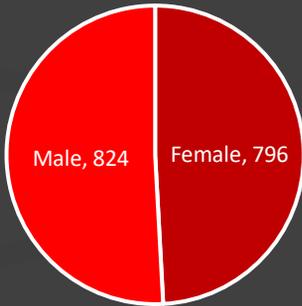
It is fantastic to see a 10% increase for players that would recommend the Talent Academy environment to their peers from 81% to 91%.

Nevertheless, an area consistent with feedback from the first two surveys highlights communication is still a challenge, particularly, between a player's TA and their other hockey environments. The focus placed on TA in the last 6 months to improve this area appears to have had a positive impact, with an improvement from 39% to 66.6%. Communication is everyone's responsibility. TAs need to lead the way as a beacon of excellence and consider how they build reasonable communication channels with other coaches as well as empower players to take ownership of their personal development, equipping them to liaise with their club or school coaches regarding feedback they receive.

There has also been a significant improvement in the frequency and content of coaching feedback which has been another focus for TAs since March 2023. With a level of 92.7% agreeing or agreeing strongly. Though this could be a result of the smaller sample size.

# Player ED&I Statistics

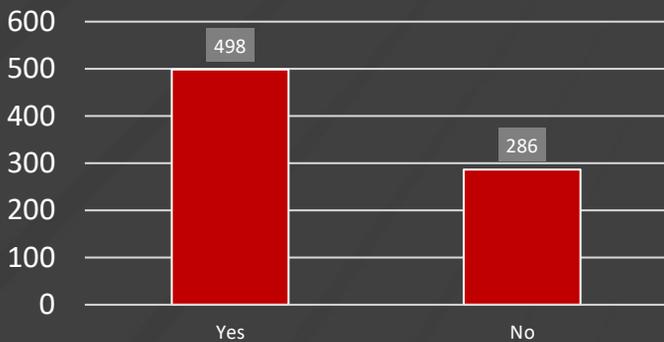
## Gender



## Educational Background:



## Bursaries in Fee-paying schools:



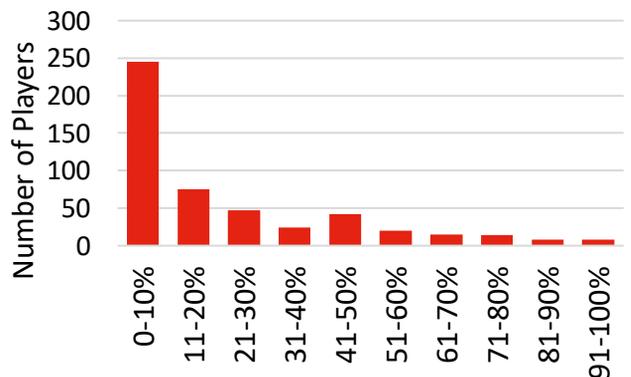
Data for this section has been collated from the Talent Platform. As a result, we know across Talent Academy environments and the England Age Group programme there are approximately 1600 players being supported

It important to note that not all questions are required to be answered and so this analysis is based on actual responses.

Where data has been provided, we know 448 players attend a state-maintained school which is 37% of respondents and 752 a fee-paying school. 498 of the 752 fee paying school players (69%) receive some kind of bursary towards fees.

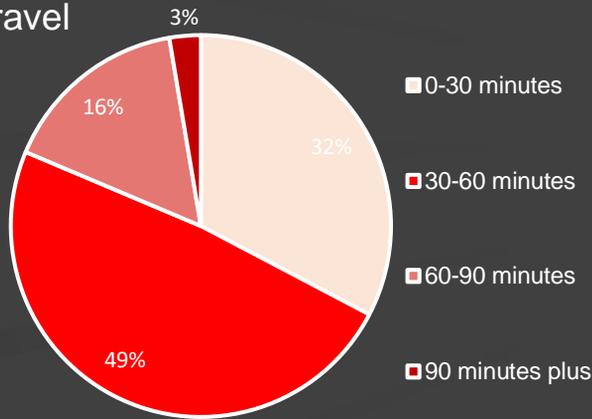
This is important data to understand whether the Talent System is creating multiple routes for a wider range of players to progress into and through a Talent Academy.

## Bursary Percentage towards Fee's

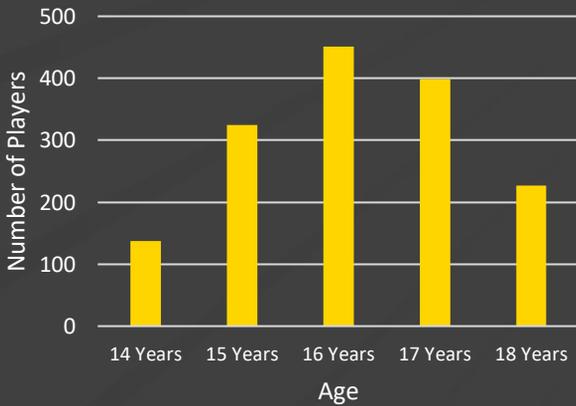


# Player ED&I Statistics

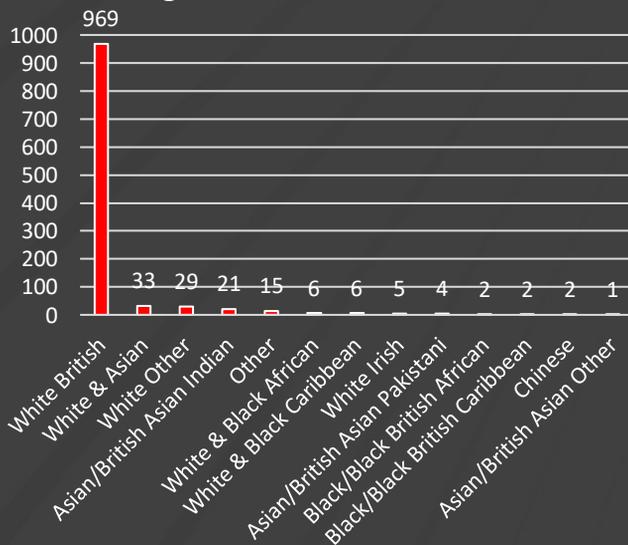
## Travel



## Age



## Ethnic Background



80% of players travel less than 60 mins to their TA, which is a small increase from 76% in survey 1, whilst 20% travel over 60 mins. We acknowledge travel times are too long for some players, especially given most sessions run on a weekday evening. We hope with the addition of a new TA for the 2024-25 cycle this will go a little way to reduce travel time further for more players.

The age profile can be seen across the TA environment for 2023/24 cycle at the end of March.

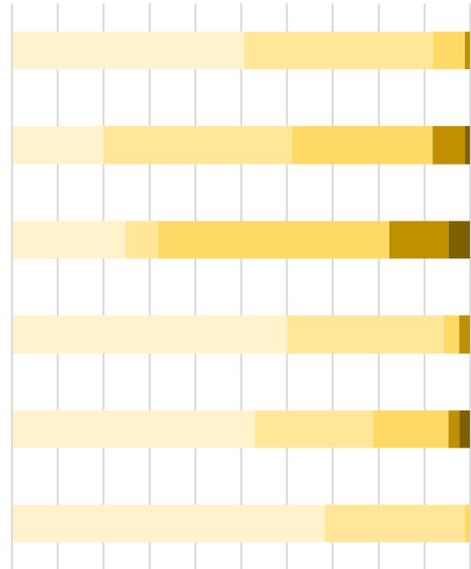
The diversity of players within TA remains largely white British. A number of steps are being taken including increasing the open assessment opportunities into TAs and building stronger connections between local schools, clubs and Junior County Hockey to support players from different ethnic backgrounds to have different opportunities and routes through the Talent System to progress, however this may take time to see impact from these steps within Talent Academy environments.

# Parent/Guardian Experience Statistics

**MARCH '24**

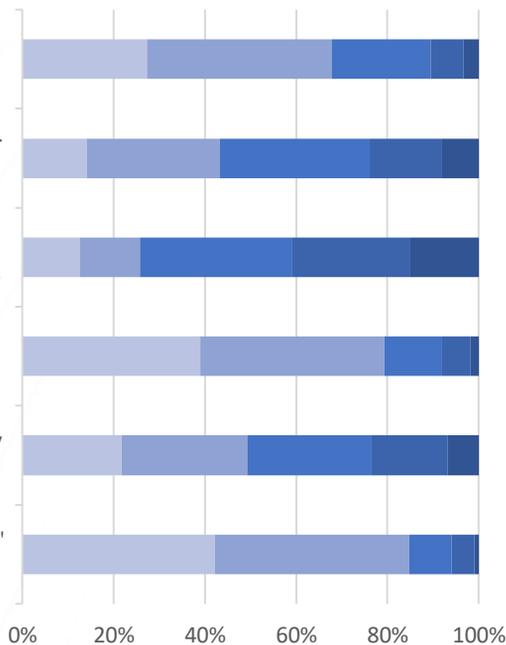
0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

- I would recommend the Talent Academy experience to others
- The Talent Academy represents good value for money
- There have been regular communication between the TA and my child's other hockey environments
- The Talent Academy is an appropriate environment to support my child's development
- The quality of coach communication regarding my child's development has met my expectation
- The leadership and organisation of my child's Talent Academy has met my expectation



**MARCH '23**

- I would recommend the Talent Academy experience to others.
- The Talent Academy represents good value for money.
- There has been regular communication between the TA and my child's other hockey environments.
- The Talent Academy is an appropriate environment to support my child's development.
- The quality of coach communication regarding my child's development has met my expectation.
- The leadership and organisation of my child's Talent Academy has met my expectation.



# Action since Survey 2

Amongst parent experiences, data has seen an improved score across all questions since last year with 92% stating they would recommend the TA experience to others, a significant increase from 65% in 2023. Also 94% of parents state the TA environment is appropriate in supporting their child's development (up from 76%). We believe as the new Talent System becomes embedded and England Hockey's promotion of the RARE (Right Athlete, Right Environment) principles is better understood an increased number of the right players are accessing the TA environment (and all environments).

We highlighted in survey 1 that communication between the TA and parent's regarding the development of their child needed improving. Although, there is still much to do in this space it is pleasing that the number of parents that strongly agree or agree that communication has met expectations has increased from 48.20% to 59.74% in July 23 and now 79% in March 2024. Nonetheless, EH and TAs must work together to explore effective ways to continue to improve communication with a player's other hockey environments to support the development and load management of young athletes. In this space there has been an improvement of 7% from 25% in 2023 to 32% in 2024.

With regards to the TA representing good value for money, this has increased further from 43% in March 23 to 47% in July 23 and now 62% in March 2024. However, there are 18% either disagreeing or strongly disagreeing. In particular, England Hockey will continue to support TAs to reduce costs wherever possible and further promote the TA Bursary Fund to help those most in need.

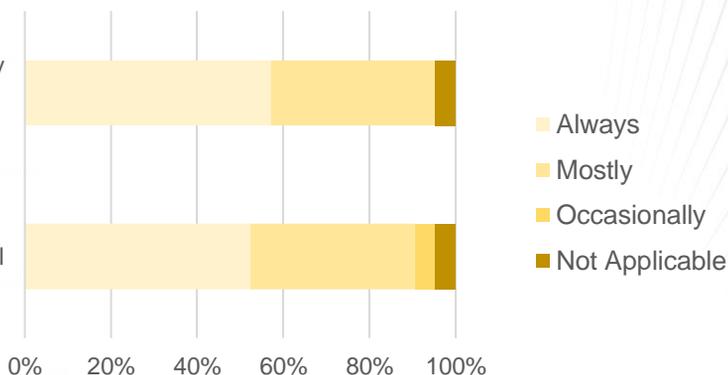
Finally, it is a positive outlook where it was seen that 98.8% feel the leadership and organisation of their TA continues to meet their expectation which is demonstrated by the continued efforts of the TA but may also show how education and understanding of the TA environment continues to improve.

# Coaches Experience Statistics

MARCH '24

Communication by my Talent Academy with parents has been clear and consistent

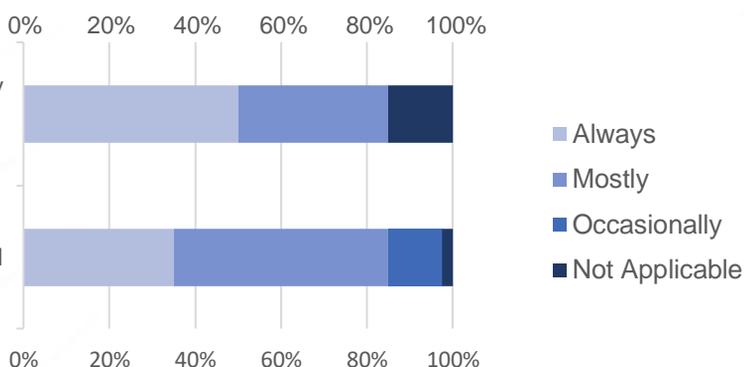
The Talent Academy environment is supporting me to deliver an exceptional experience for players



MARCH '23

Communication by my Talent Academy with parents has been clear and consistent.

The Talent Academy environment is supporting me to deliver an exceptional experience for players.

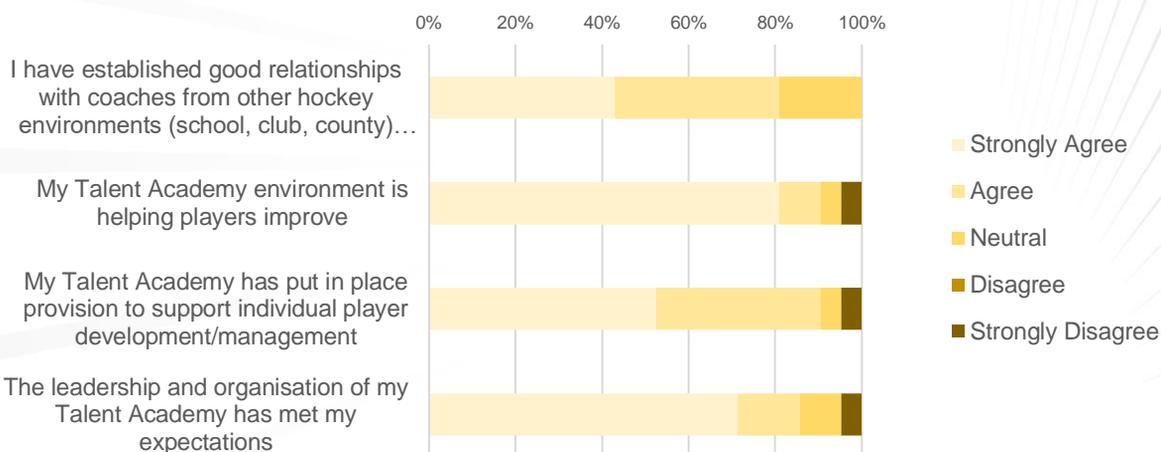


92% of coaches believe the TA environment supports coaches to sufficiently deliver an exceptional experience for players, an increase of 2% from survey 2 and a 7% increase on the year. It is essential TA coaches feel they are coaching in an environment that enables them to deliver high quality sessions for players. High quality coaching is fundamental to player development and the success of TAs.

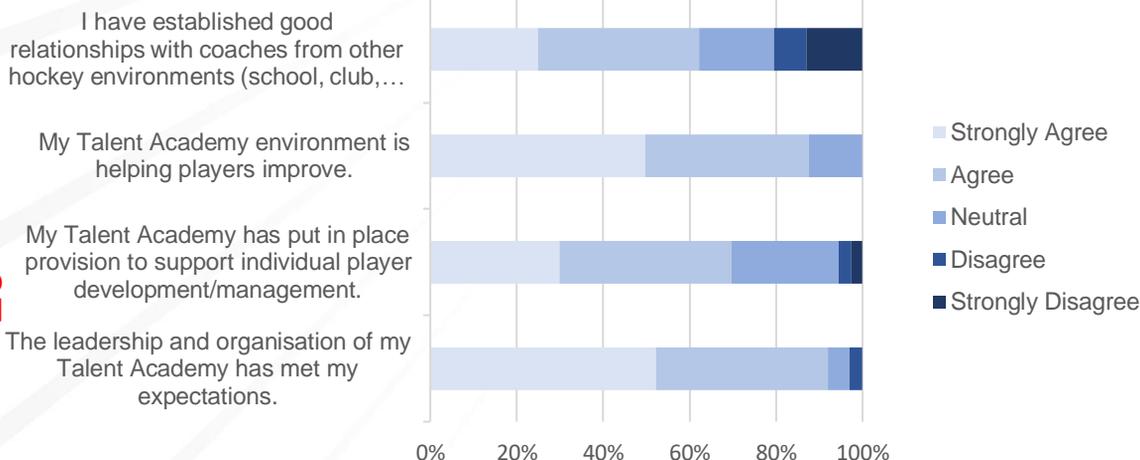
Increasing the connectivity between TAs and the England Age Group and GB Elite Development Programme / England u21 squad has been an important priority over the last 6 months for both TA players and coaches and this will continue to be a priority over the next 12 months. Moreover, following a coaching needs analysis that was conducted during year 1 and in the first half of year 2, more targeted coach development opportunities for year 3 are under development to upskill and educate coaches working specifically within a Talent Academy environment that we hope to pilot from September 2024.

# Coaches Experience Statistics

MARCH '24



MARCH '23



90% of coaches who responded to the survey stated that TA was helping players improve, an increase from 88% at survey 1, however in survey 2 this was at 100%. It will be important to understand in which environments this decrease has been seen most. Communication between coaches and a players other hockey environments appears to have improved with 62% to 82%. The focus now is to better communicate that to players and parents, where it is seen that what is understood to be happening is significantly less common and effective.

There has also been significant improvements to support player development from 70% in year 1 to 90% now. There has also been an improvement in the leadership and organisation of TAs reflecting on how TAs continue to better understand how to operate best and how to deliver a holistic player development experience.

## Thematic analysis of player & parent open responses

The next two pages draw attention to the main themes that were most prevalent in both the feedback of players and parents. The parents' workshop in October has helped to dive a little deeper into some of the key themes raised in survey 2. We are also continuing our Player Voice project where players from each TA come together to talk more about their experiences. We have coordinated two of these player voice sessions during year 2.

The survey responses consistently highlight the positive and supportive environment fostered within the Talent Academy, contributing to an enjoyable experience for participants. Coaches are widely praised for their knowledge, friendliness, and dedication. The camaraderie and encouragement within the academy contribute significantly to the positive atmosphere. The value placed on the quality of coaching is evident, with participants appreciating the variety within the sessions that contribute to their skill development.

Players desire more frequent and transparent feedback, not only on their performance within the academy but also on how the academy experience aligns with their external training and matches. They would like to see that feedback tailored to their specific needs and areas of individual development. This includes not only group feedback but also one-on-one interactions with coaches to address individual strengths and weaknesses. Moreover, feeling a sense of belonging to their TA is important to players. When a player feels a strong association to an environment it increasingly supports them to feel at ease and enable them to express their true potential. We will be supporting TAs to consider how they can support players with a sense of belonging as they continue their journey.

## Thematic analysis of player & parent open responses cont..

It has been felt that there is an improvement in the focus and quality of goalkeeper specific training, however players highlight the need for integration into outfield sessions and express concerns about consistency, especially during periods when a regular goalkeeper coach may be absent.

From a parent perspective as previously highlighted in survey 2 the main themes continue to link to further improvement in relation to understanding feedback expectations for their child and how the TA will support connections with a player's other hockey environments.

Finally, informing and educating parents around the Talent System and what constitutes an effective talent development environment, as well as understanding the different routes that a player can progress are key priorities. England Hockey have launched a new mini online Talent System introductory module aimed at parents in March that we hope will help educate more parents around the key messages and principles of the Talent System. This module is something we have asked all TAs to share with the parents of the players within their TA. You can find more information on the parent module at this [link](#).

# PLAYER FEEDBACK TO IMPROVE

*“More 1-2-1 interactions /coaching”*

*“Relay feedback to other environments (my club)”*

*“Continue to deliver high quality and highly challenging sessions”*

*“Create sessions that take more account of Goalkeeper needs”*

*“Provide more opportunities to showcase skills and be scouted”*

*“Offer more TA locations to reduce travel time”*

# PARENT FEEDBACK TO IMPROVE

- “What steps are TAs taking to be more inclusive”
- “Make me aware of financial support”
- “Explain to me coaching philosophies and expectations”
- “Explain to me how my players are stretched”
- “Show us how the TA develops the whole child”
- “Tell me how feedback and player progress will be shared”
- “Improve the integration of GKs into training”
- “Provide more flexibility in the training schedules”
- “Align the training and development goals with external training and competition”



# Summary

Much of this third survey has seen data increase positively in many places and continues to highlight key areas that require further attention to provide better experiences for players, parents and coaches within a TA setting.

As before, we still need to obtain a greater number of player responses and we hope that this will be possible, come the 4<sup>th</sup> survey in the summer of 2024. Below is a summary of upcoming actions that the England Hockey Talent Team plan to implement to raise standards over the next 6 months to see more young people enjoy their experience at TA.

## Players

We will continue to run Player Voice Workshops engaging players on key themes of their experience to improve provision. This will focus on 3 key areas already raised by the players following the two workshops, creating an inclusive environment for all, supporting individual development, and ensuring appropriate stretch within training.

## Parents

We will be running another TA parent workshop in June to continue to learn about their experiences and how we can make further improvements. In addition, we will continue to promote the Talent System Introductory online module to parents and signpost them to the new England Hockey Talent Team Podcast to support their understanding and education of the Talent System. You can listen to the Nurturing Potential – Talent Team podcast by visiting this [link](#).

# Summary continued

## Coaches

For the second half of Year 2 TA Lead Coaches will be further developed with in situ coach support from their mentor and further supplemented by the established social learning groups. Moreover, the continued delivery of targeted coach development opportunities will be provided.

The new podcast we have created, called “Nurturing Talent – England Hockey, will also continue to support coach development as it shares the aims of the Talent System and discusses coaching within a Talent Development environment to provide greater understanding for coaches of how to develop and nurture players.

Moreover, many TA coaches accessed a TA Coaching Conference in February at Lilleshall, where they were provided an immersive experience within an England Age Group environment. Further events like these will be made available moving forwards.