



Talent Academy
Stakeholder Satisfaction Survey

MARCH 2023

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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 delivery from September 2022, England Hockey committed to running a bi-annual Stakeholder Satisfaction Survey.

It aims to:

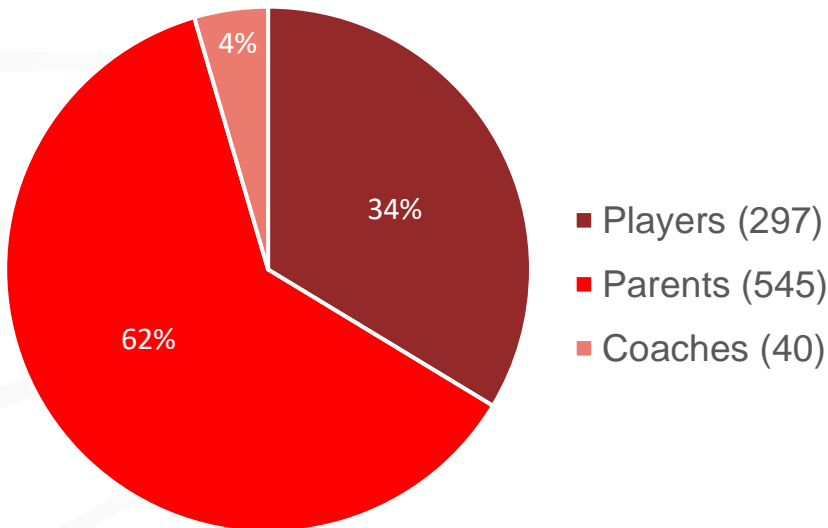
1. Gain an in-depth understanding of the experiences players, coaches and parents encounter within Talent Academy settings.
2. Identify trends and opportunities in relation to key areas of player and programme development to improve the experiences of players, coaches and parents within Talent Academy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

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

It is the first year of Talent Academies and we appreciate that for some individuals there are current challenges that need addressing. However, the views of many respondents also presents promising early signs regarding Talent Academies and how they are starting to effectively support the development of high potential players in a positive manner.

Data Collection Methodology

Survey Participants



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 newly appointed Talent Academies with the intention to understand player, parent and coach experiences over the first five months of delivery.

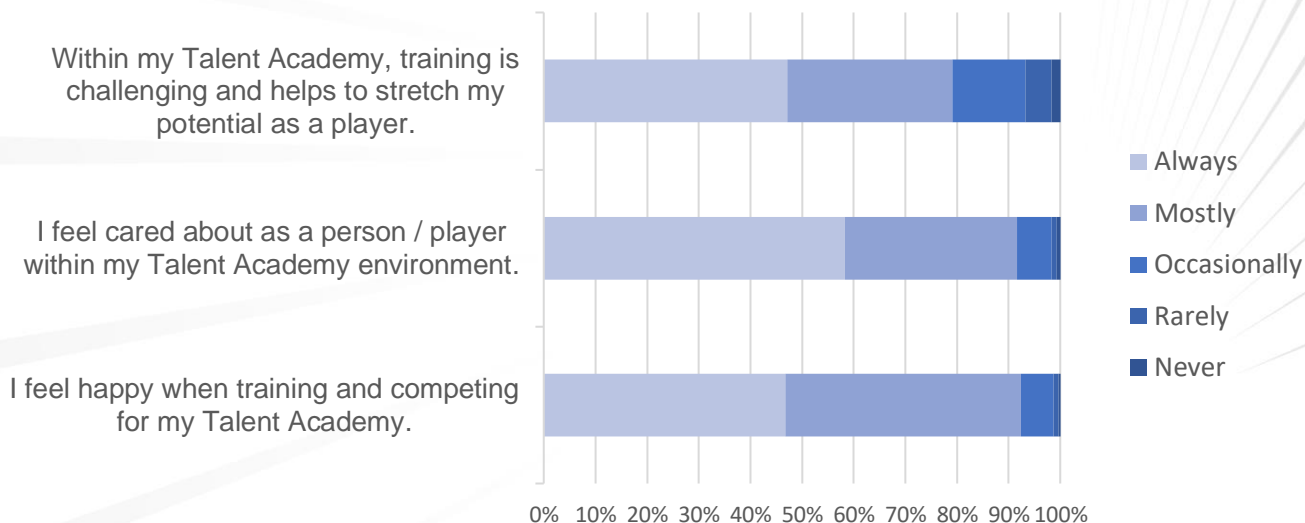
A Likert scale was adopted to represent the experiences faced by participants, in addition to open text box responses to provide additional viewpoints, to ensure a simple process for the participant was in place.

Of the 100 coaches working in Talent Academy environments and the 1050 players accessing Talent Academy provision in addition to their parents, the sample size for this first survey is 297 Players, 545 Parents and 40 Coaches.

Data Statistics across all Talent Academies

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

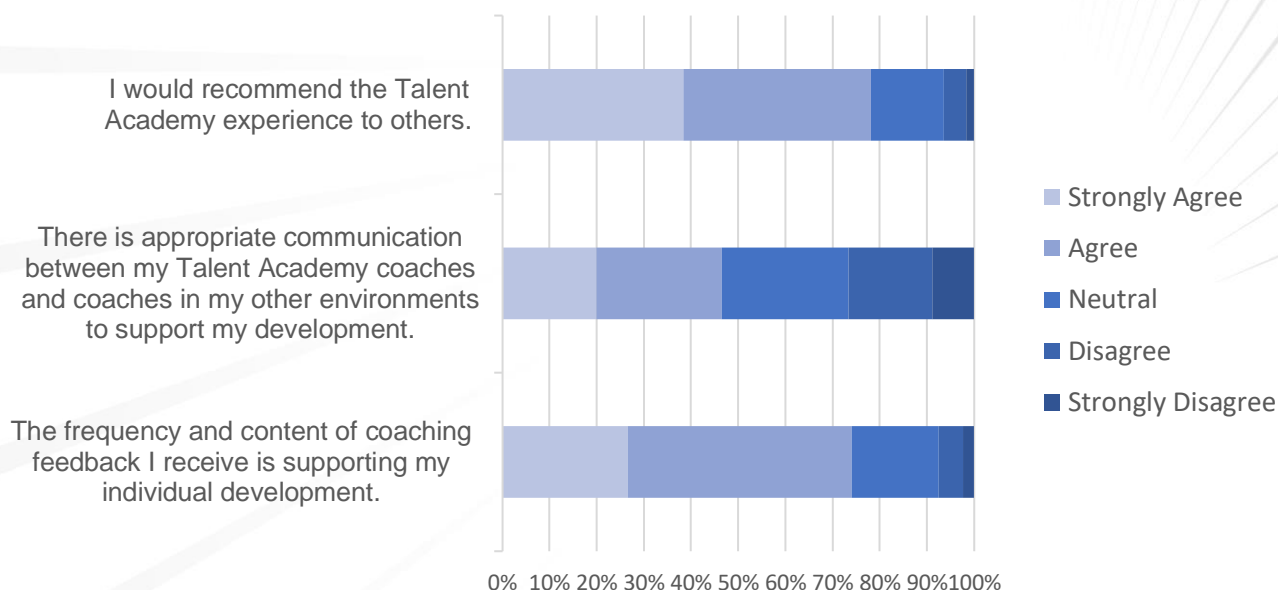
Player Experience Statistics



As observed above, it is pleasing that of all players who completed the survey, 92.3% are always or mostly happy when competing and training within their Talent Academy. 91.5% stated they feel cared about always or mostly as a person and or player. Although these are positive indicators England Hockey's aspiration is for all players within Talent Academies to feel happy and cared for as part of our vision of an athlete-centred system, putting the player at the heart of what we do.

79% of players stated they receive sufficient stretch as part of their hockey development always or most of the time within their Talent Academy. Talent Academies are intended to develop high potential players preparing them for performance hockey environments such as National League and or the 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 Talent Academy only training. This is something we will continue to work on as Talent Academies mature.

Player Experience Statistics

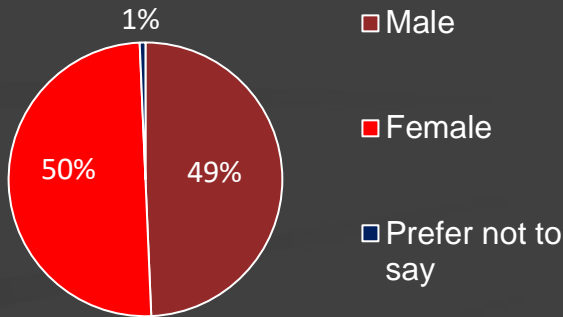


It is encouraging that 78.1% of players would recommend the Talent Academy environment to their peers. Understanding the experiences of those who would not, is an important next step while recognising that Talent Academies will not suit everyone.

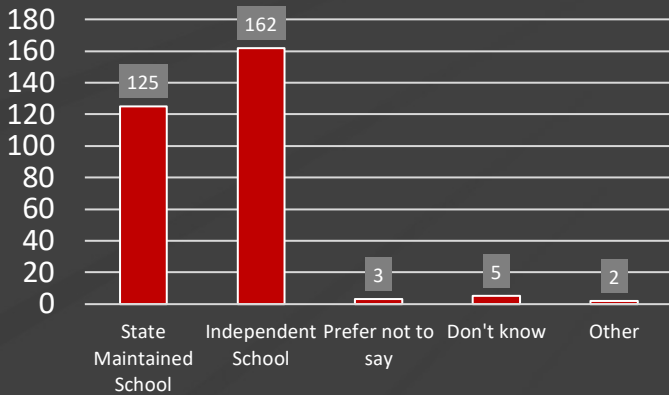
An area where the data suggests development is required is communication. Firstly, between a player's Talent Academy and their external hockey environments, given only 46.5% of players currently consider this communication as appropriate. Secondly, establishing expectations about the type and level of communication as 20% of players currently do not feel the frequency and content of the coaching feedback being received is supporting their individual development.

Player ED&I Statistics

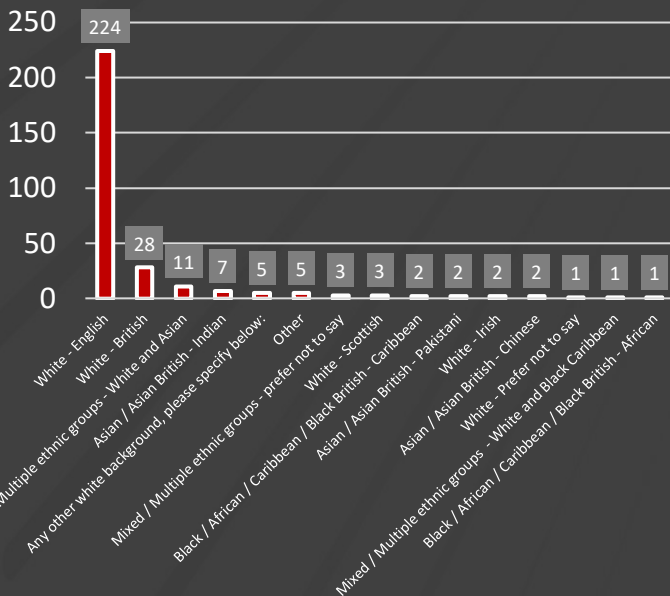
Gender:



Educational Background:



Ethnic background:



Amongst the players participating in the survey, 49% were male, and 50% female.

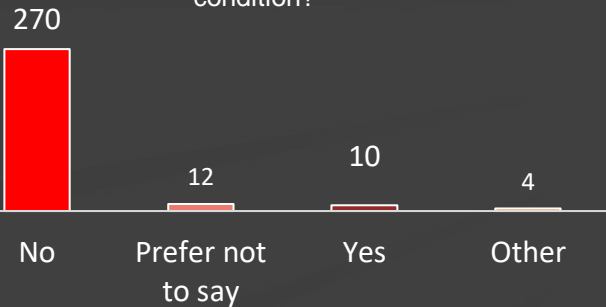
Within the educational background section, 125 of players declared they attend a state-maintained school, whilst 162 attend an independent school. We need a more complete data set from the second survey to build a clear picture but the progression to the new system hopes to promote player development through multiple routes, supporting the progression of those individuals from state-school environments.

We know the majority of Talent Academy players are white and that moving forward we need to place greater emphasis on identifying and developing more players from different cultures and ethnicities.

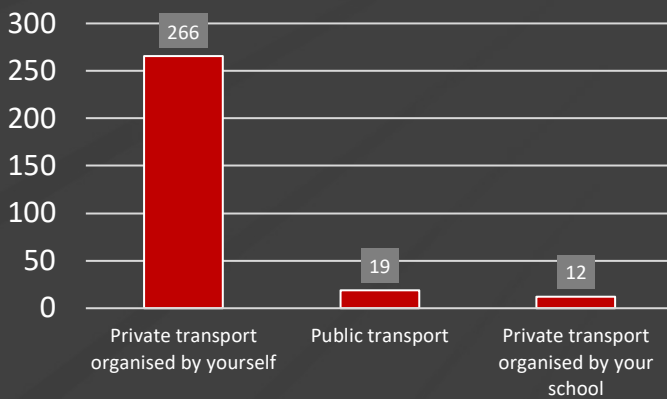
Player ED&I Statistics

Health:

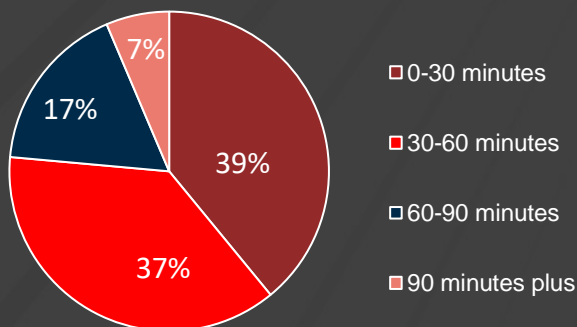
Do you consider yourself to have a physical or mental disability, or long-term health condition?



Transport method:



Travel Time:

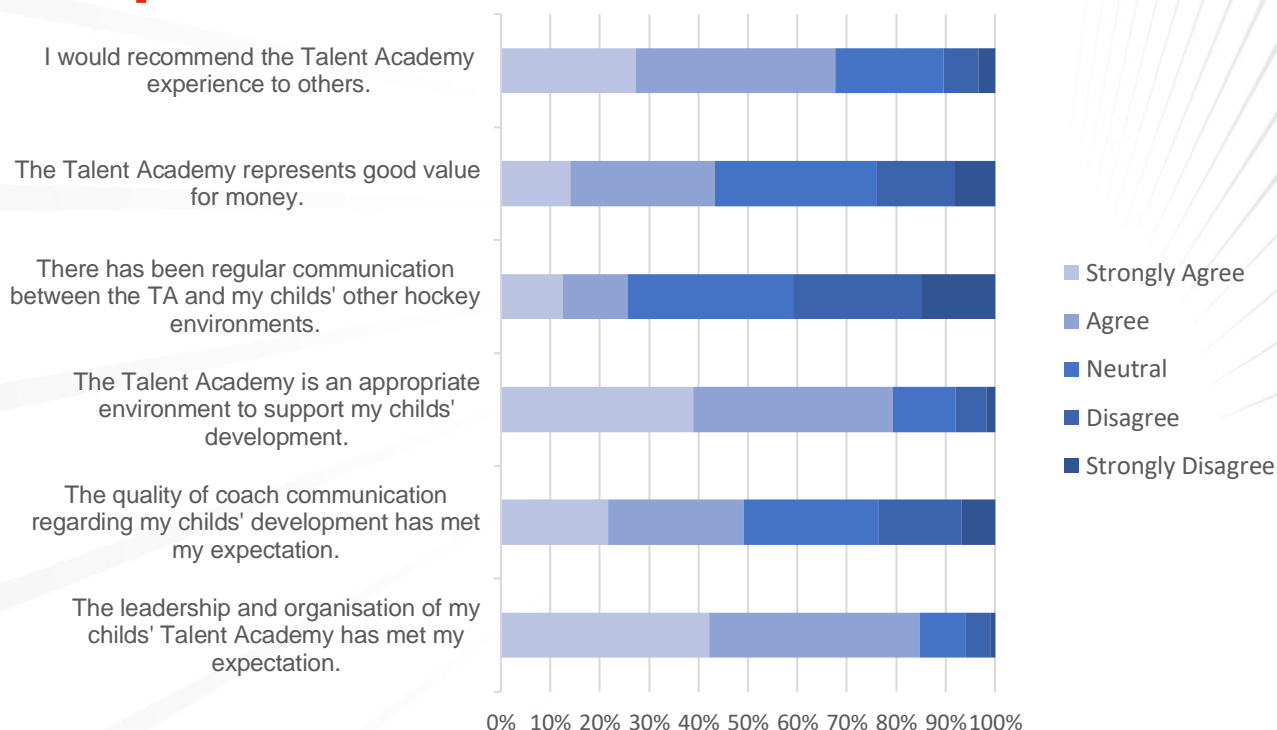


Of the 297 players, ten players noted they currently have a physical or mental disability, or long-term health condition. 12 of which would prefer not to say.

The majority of players (266) travel via private transport organised by themselves, with 19 using public transport, and 12 using transport organised by their school.

76% of players travel less than an hour to their Talent Academy, whilst 24% travel over an hour. We acknowledge travel times are too long for some players, especially given the sessions are running on a weekday evening. England Hockey will continue to monitor and review Talent Academy catchment areas to minimise travel time whilst balancing player density to enable quality provision.

Parent/Guardian Experience Statistics

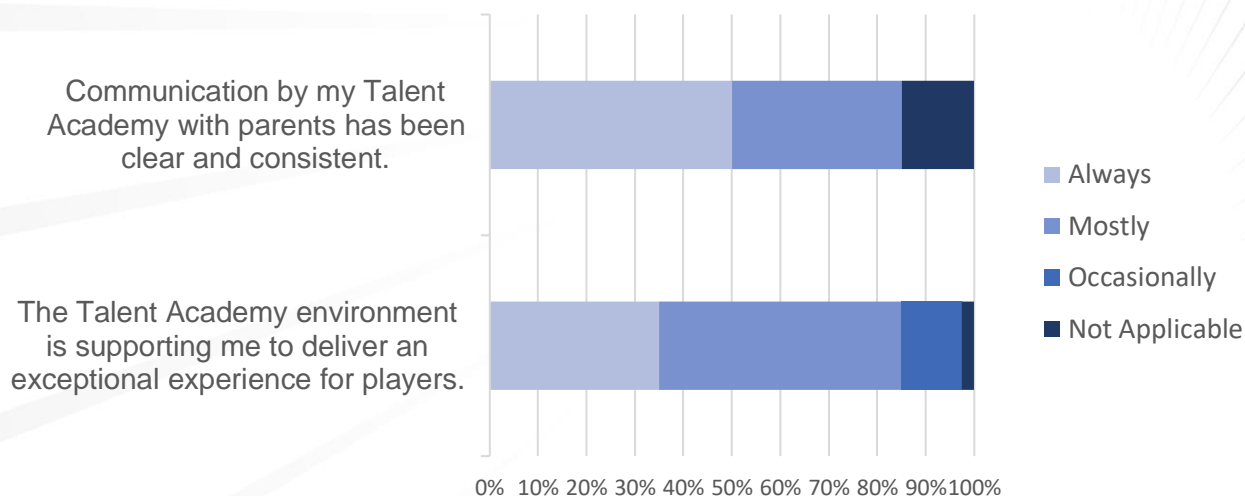


Amongst parent experiences, 67.7% of which would recommend the Talent Academy experience to others and 79.3% stating the Talent Academy environment is appropriate in supporting their child's development. With England Hockey's promotion of the RARE (Right Athlete, Right Environment) principles at the heart of the Talent System changes, it is important the individual athlete development is at the centre of the environment they reside in, for optimal progression. England Hockey will be engaging a small group of parents further to better understand these views.

We do acknowledge that regular communication between the Talent Academy and a player's other hockey environments is lower than we would hope, with only 25% in agreement that it occurs. This is a clear point for development and a priority for 2023 in supporting Talent Academies to develop consistent and coherent communications with their players, parents and coaches from other environments.

With regards to the Talent Academy representing good value for money, 43% of parents agree, with 24% either disagreeing or strongly disagreeing. England Hockey will continue to support Talent Academies to reduce costs wherever possible and have recently launched a Talent Academy Hardship Fund to help those most in need. Moreover, we will improve communicating the true value and provision a player receives within a Talent Academy environment.

Coaches Experience Statistics

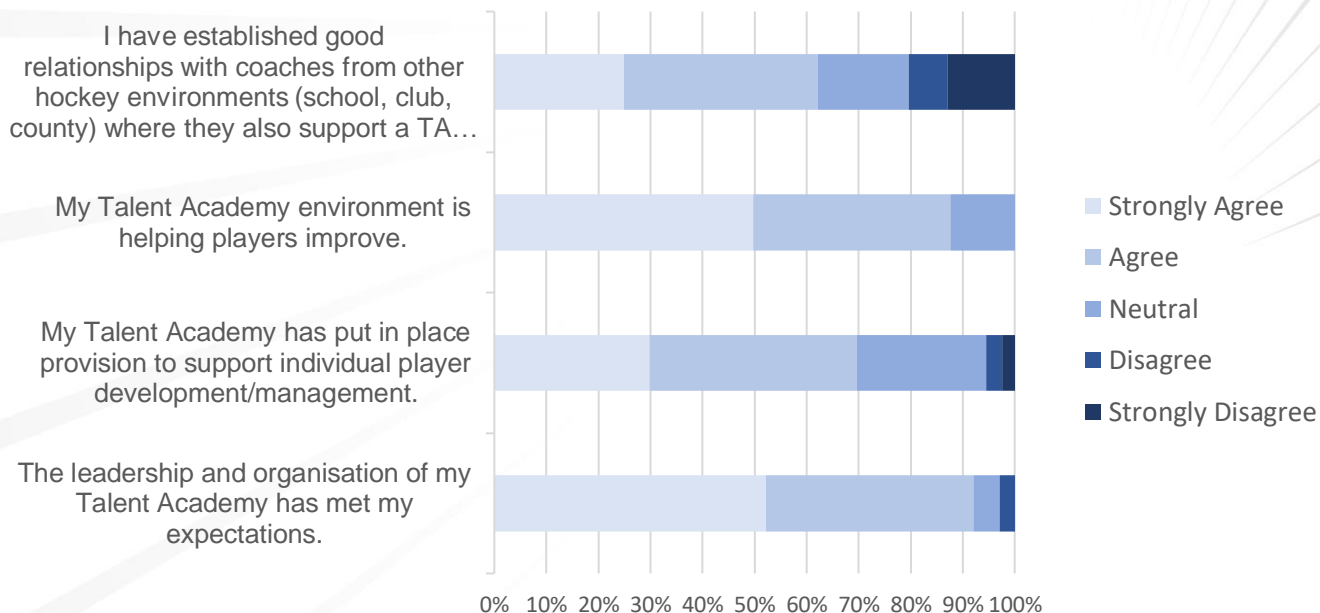


85% of coaches believe the Talent Academy environment supports coaches to sufficiently deliver an exceptional experience for players, with no coaches showing any disagreement. It is essential coaches feel they are coaching in an environment that enables them to deliver high quality sessions for players, with the quality of the coaching provision fundamental to player development and the success of Talent Academies.

Continuing to provide bespoke support for Talent Academy coaches is extremely important to us. We value the work of our coaches and the efforts they go to provide quality coaching.

England Hockey has been conducting a needs analysis during this first Talent Academy cycle to help understand what areas of coach development should be prioritised and provided in the future.

Coaches Experience Statistics

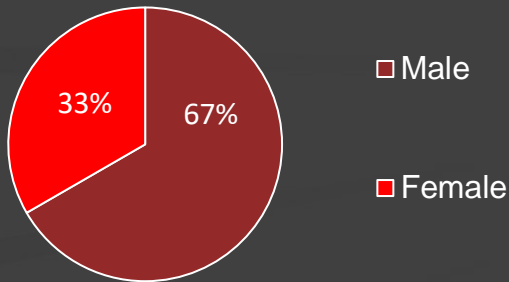


None of the 40 coaches who responded to the survey stated that Talent Academies were not helping players improve, with 88% agreeing or strongly agreeing, and only 12% answering neutrally. It is important that this perception is explained and communicated with players and parents by coaches, so players and parents have a greater understanding on how Talent Academies are developing players.

Again, communication is an area that requires development, with only 62.5% establishing good relationships with a player's external environments to support player development. Greater communication between Talent Academy coaches and coaches who support players within the Talent Academy will be a significant step forward.

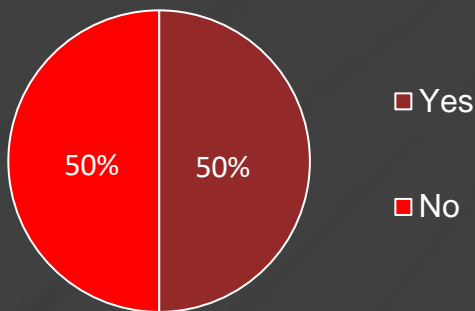
Coach ED&I Statistics

Gender:

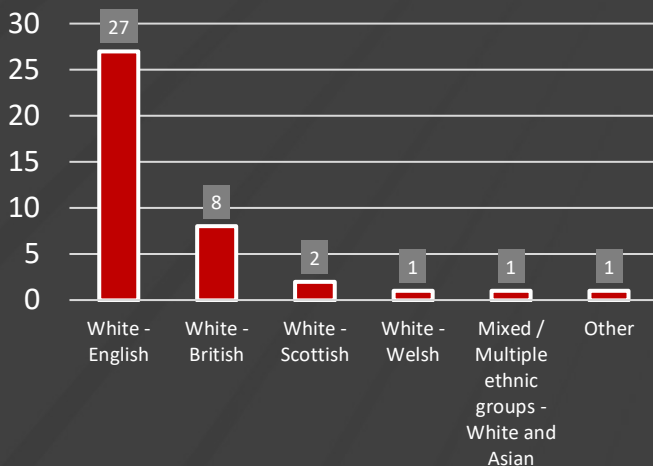


Club Involvement:

Were you already a coach/involved directly within the hosting club before it became a Talent Academy?:



Ethnic background:



Of the 40 coaches who participated in the study, 67% were male, and 33% female.

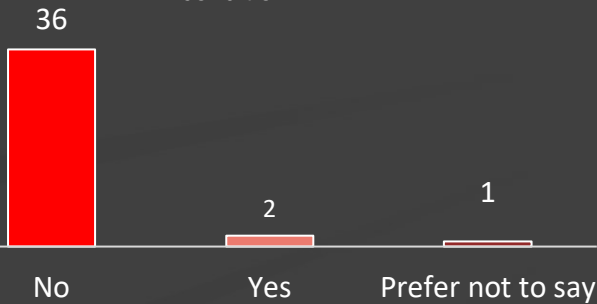
Coaches spans across six different ethnicities albeit most are white. There is ongoing work seeking to to develop a more diverse coaching pool and support a wider range of people into the Talent System who can better represent and serve as relevant role models for young players.

50% of coaches who participated had no prior affiliation with the Talent Academy host club, highlighting a number of coaches have been recruited from a number of different environments.

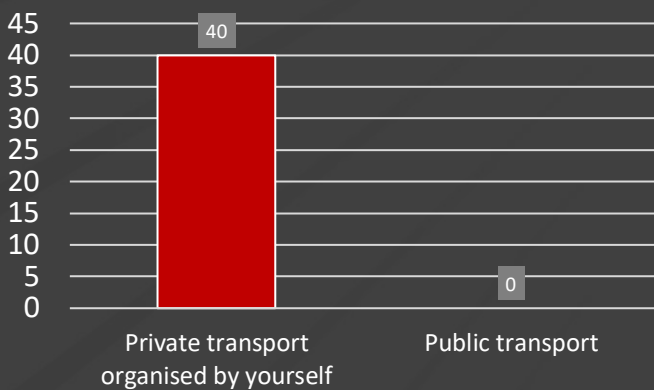
Coach ED&I Statistics

Health:

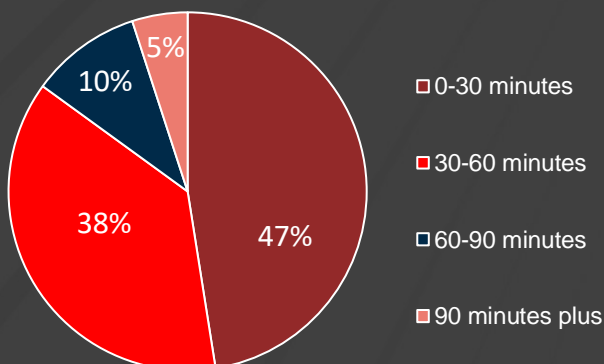
Do you consider yourself to have a physical or mental disability, or long-term health condition?



Transport method:



Travel Time:

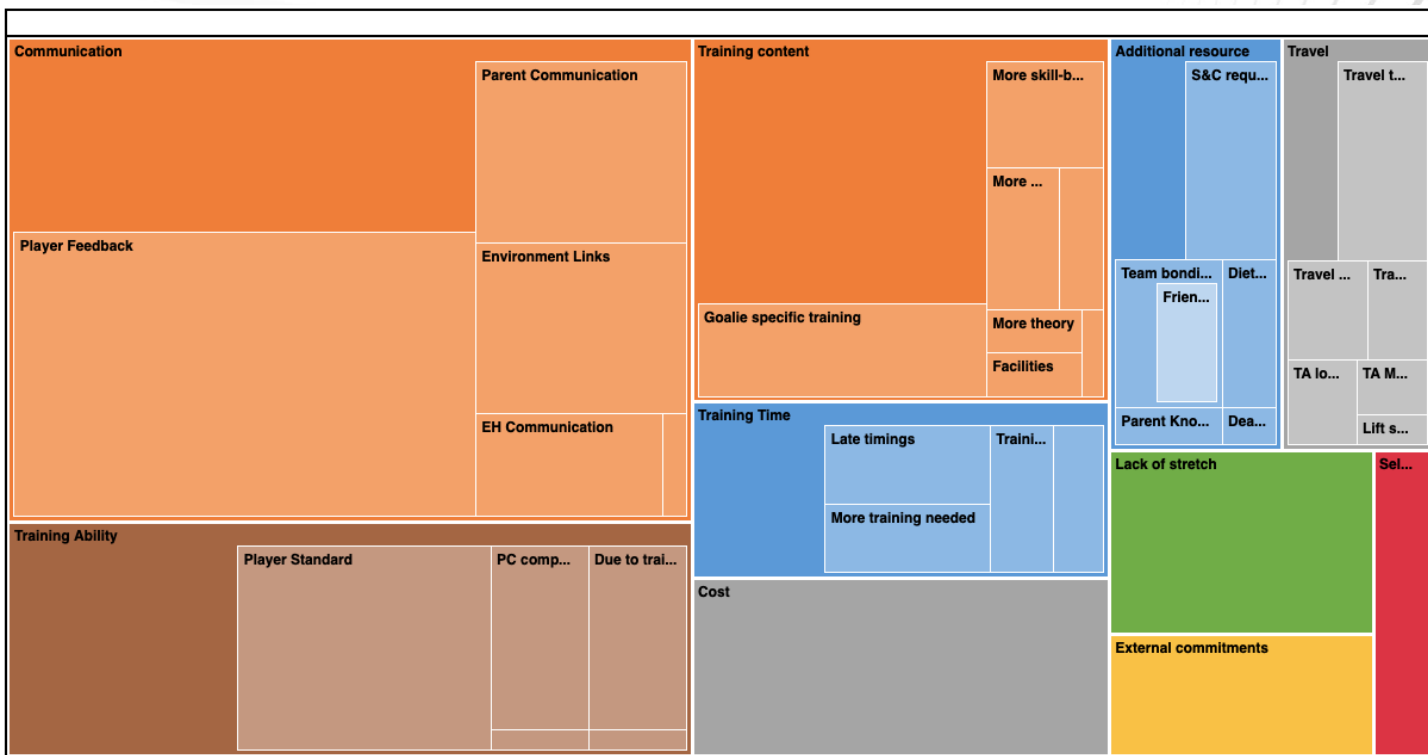


Of those who responded 2 coaches indicated they had a physical or mental disability, or long term health condition, with one other individual stating they prefer not to say.

All 40 coaches responded that they travel privately to their Talent Academy with 85% travelling 60 minutes or less to the venue which is pleasing.

However, as with player travel we will also continue to explore travel time in relation to the wellbeing of our coaches to help them to be the best they can be to maximise their coach delivery.

Thematic analysis of player & parent open responses



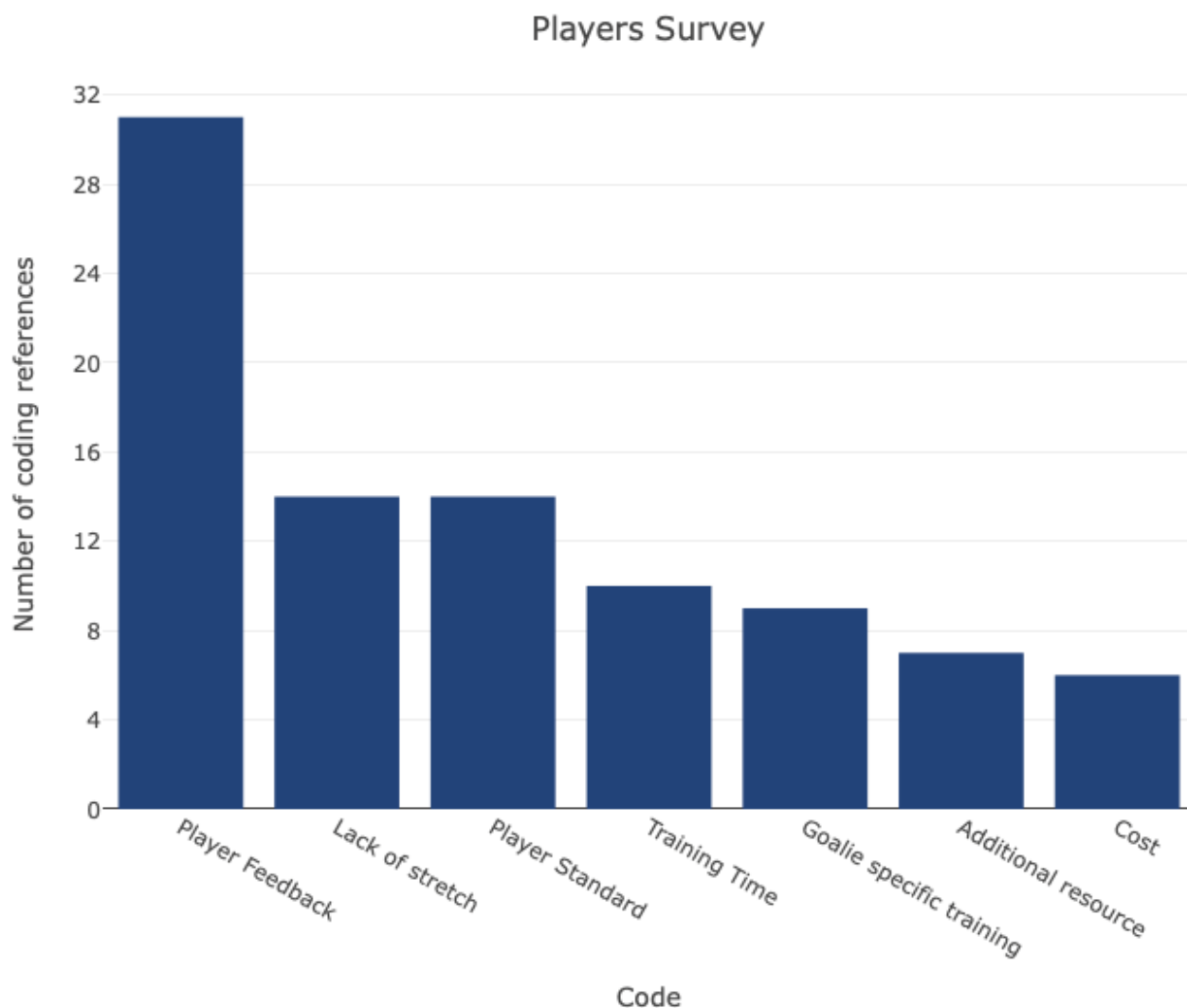
The above diagram draws attention to the main themes that were most prevalent in both the player and parent from their open box responses within the survey. There are a rich range of perspectives to dive deeper into the experiences of players, parents and coaches that we will continue to analyse and identify what matters most that needs addressing.

However, from a players perspective the lack of feedback around their development was emphasised by many. From a parent perspective, there were a significant number of comments relating to communication and limited parental understanding on their child's progress, as well as a lack of clarity on the communication between a player's Talent Academy and their other environments; school, county, club.

Player standard was frequently referred to as well, with comments surrounding the ages of players and the perceived impact on the level of hockey. Moreover, references around the lack of stretch for older players has been noted and some younger players lacking in confidence. On both accounts greater individual understanding of players and how we can meet their needs is pivotal.

Cost was also mentioned by a number of players and parents, with references to previous costs at Performance Centres, and the addition of travel costs or multiple siblings. As previously mentioned sharing more information on what a player should expect from a Talent Academy is an important communication piece.

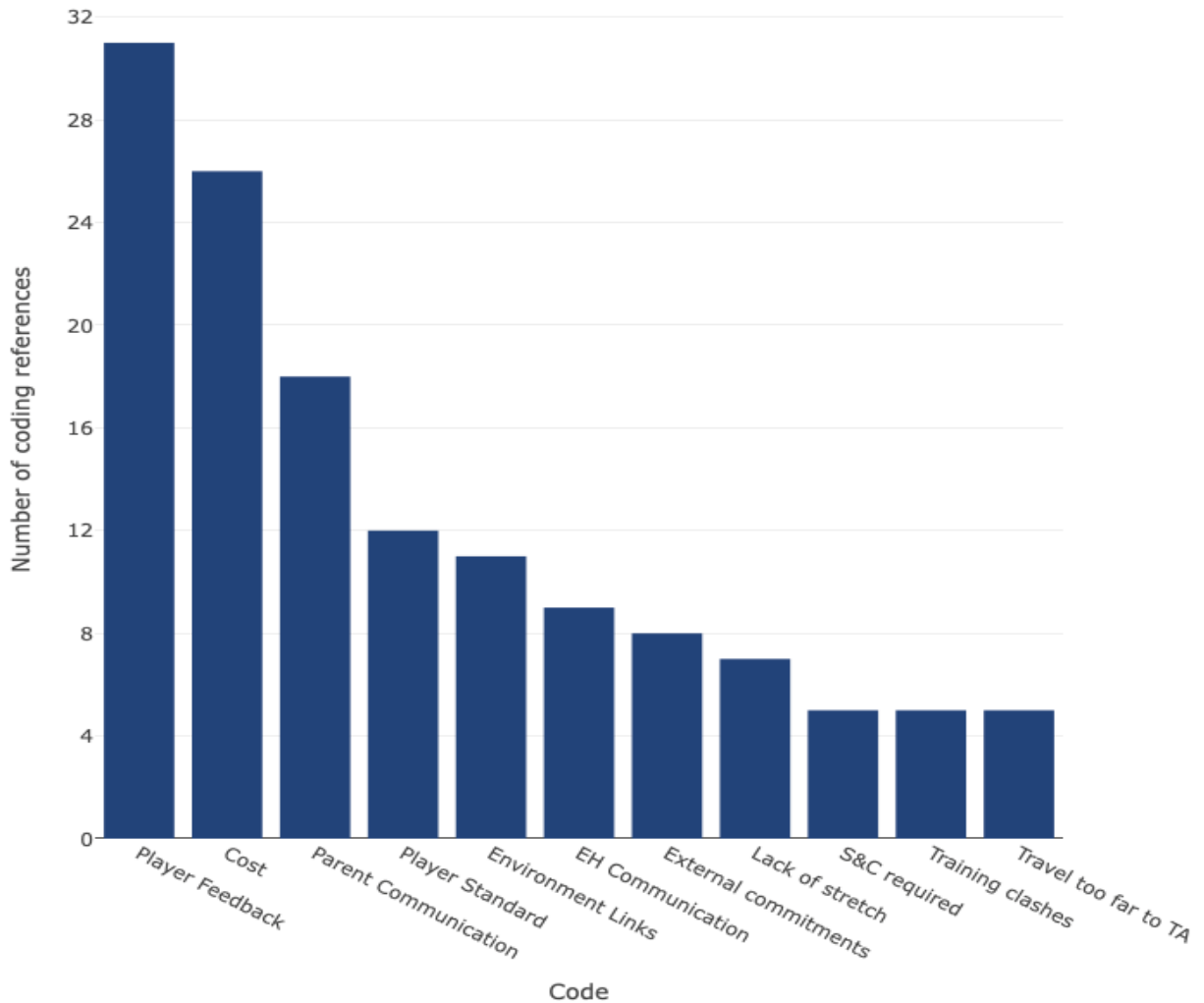
Top 7 Data themes amongst the Players



As the above outlines and previously commented players mainly made reference to the lack of individual feedback. Moreover, a reduction in player standard with older players not feeling sufficiently stretched were other themes clearly represented. This further highlights the importance of developing a shared view between player's and coaches and a plan to ensure all players are stretched effectively.

Top 11 Data themes amongst the Parents

Parents satisfaction survey



The top theme for parents was a significant lack of feedback to the player, in addition to the parents around the progress of the player, and how parents can further support them. Cost was one of the top themes, with many finding the cost too high. External commitments ranked highly, with reference to exams and additional clubs and sports creating challenges for players to balance effectively. There was also a consensus that guidance from England Hockey regarding next steps for players moving forward would be helpful.

Summary

This first survey has provided a large set of data which this report has summarised.

This first set of responses have provided a useful set of data to begin to understand the experiences of players, parents and coaches within Talent Academy setting and start to identify the strengths and areas for development. Our first observation and challenge regarding the second iteration of the survey is to ensure a larger number of player respondents are secured to ensure a stronger set of data and we will be liaising with Talent Academies to achieve this over the coming months.

Below is a key summary for each key audience and how England Hockey plan to address each area moving forwards.

Players – Receiving sufficient stretch

With approximately 1 in 5 players stating they do not feel they currently receive sufficient stretch, we will be analysing the data of these individuals to further understand their needs. Anecdotal evidence has been collated on why this may be the case but capturing the voice of player's will be imperative to support their development.

A priority when supporting coaches moving forwards will be to highlight to them what stretch can look and feel like for a player and provide coach development opportunities to help them deliver stretch on the pitch and with the player build it within their individual's development plan.

Summary continued

Parents – Receiving effective communication

Many parents who responded provided a range of views regarding the nature of communication from their Talent Academy. In particular, responses focus on two areas of development that is a key priority for England Hockey to support the Talent Academy network throughout 2023 with;

1. Provide regular communication regarding the individual development and journey of my child.
2. Support my child's development by demonstrating how you have engaged with coaches from their other hockey environments to support their development.

Coaches – Providing Individualised Support

With almost a third of coaches (30%) responding that they were unsure or disagreed that effective support had been put in place to help individual development and management of players, England Hockey will develop further resources and guidance to ensure Talent Academies and their respective coaching teams are able to better meet the needs of individual players.



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