



Talent Academy
Stakeholder
Satisfaction Survey

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

It aims to:

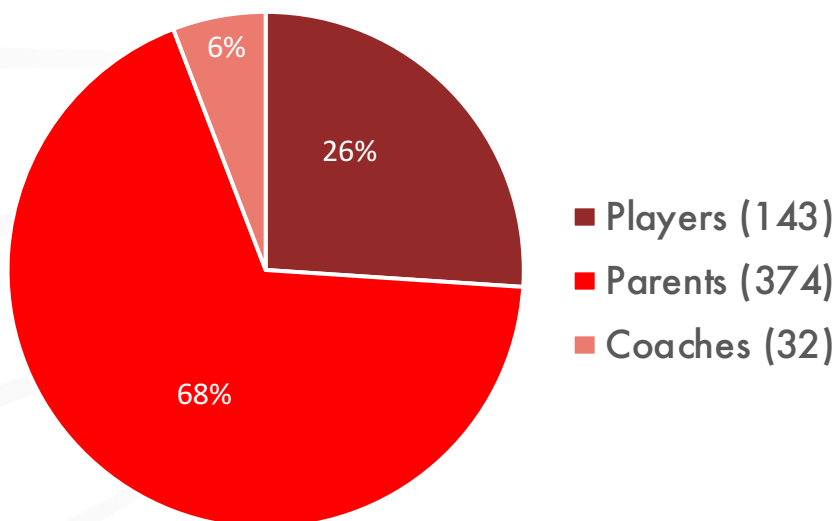
1. Gain an in-depth understanding of the experiences players, coaches and parents encounter within TA settings.
2. Identify trends and opportunities in relation to key areas of player and programme development to improve the experiences of players, coaches and parents within TA settings.

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.

At the conclusion of the first year, it is evident that for many TAs some strong foundations have been set to provide positive experiences for many players. However, what is clear and consistent as we move towards year 2 of the programme that there remains primary challenges that need addressing to ensure effective support and development of all high potential players within this environment occurs moving forwards.

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 TA with the intention to understand player, parent and coach experiences for the period February to July 2023 .

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 2 were down on Survey 1 as you will see below.

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

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

Action since Survey 1

Since the first survey the England Hockey Talent Team have been working with TAs to address some of the key themes that emerged.

In May 2023 we held a coaching conference for all TA coaches to attend where a focus of the day was on supporting coaches to better cater stretch hockey for all players within their training sessions.

At the same event time was also spent supporting TA coaches to understand expectations around providing feedback to players and parents during a cycle. This was supported by the introduction of a generic Individual Development Plan (IDP) that TAs could adopt and introduce within their own programme. Many TAs for the 2023-24 cycle have now incorporated formal and informal moments to share feedback with players / parents as part of their delivery 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. During July the England Hockey Talent Team supported by several Talent Development experts facilitated the launch of Area Talent Development Forums that brought together lead coaches from across talent system environments who influence young players. These forums aim to explore how we can all put players at the heart of the talent system. We engaged with around 80 different individuals and environments through the first forums and will be communicating plans of the next forums shortly. If you are a lead coach of a club, school or county environment and would like to join your local Talent Development forum please email talent@englandhockey.co.uk for details.

Data Statistics across all Talent Academies

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

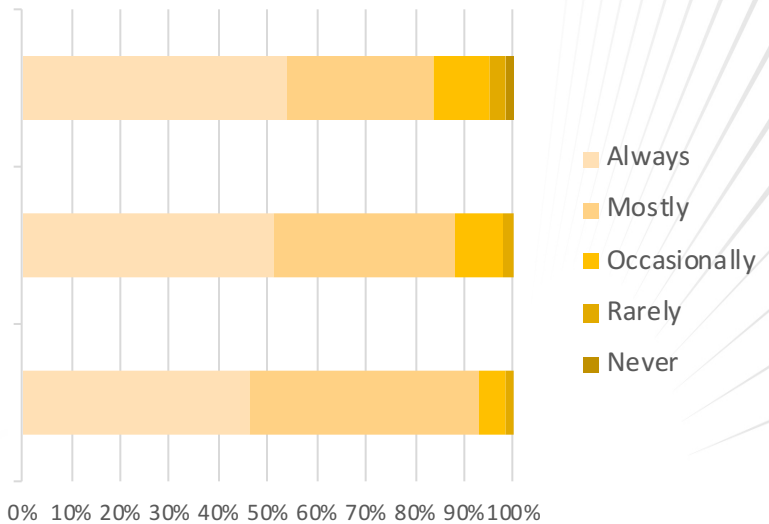
Player Experience Statistics

JULY

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.

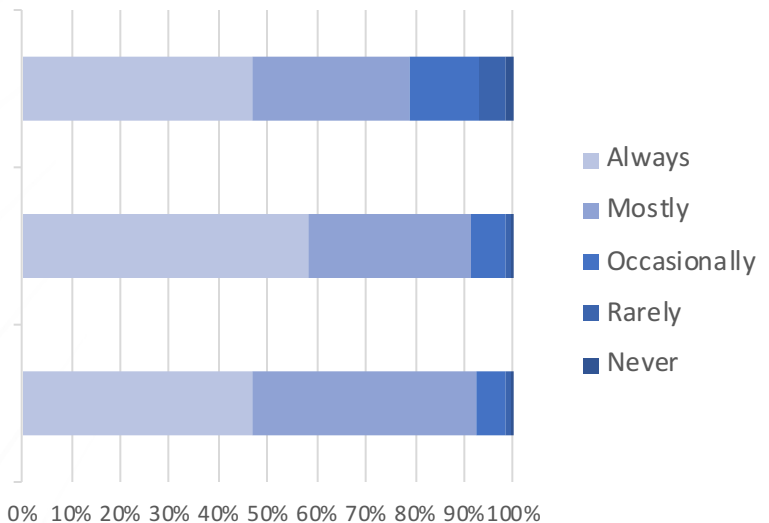


MARCH

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The level of player happiness within TA has remained stable for the period to July 2023 with 92.3% always or mostly happy when training and competing at their TA. However, players feeling cared about as a person/player has dropped slightly by 3%. Feeling cared for as a player is fundamental to their development and are more likely to thrive. Further support work around a healthy culture will be provided to TAs in the Autumn.

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 increased slightly from 79% to 83.9%. 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 only training. This is something we will see more of during the 2023-24 cycle as the provision of TAs matures.

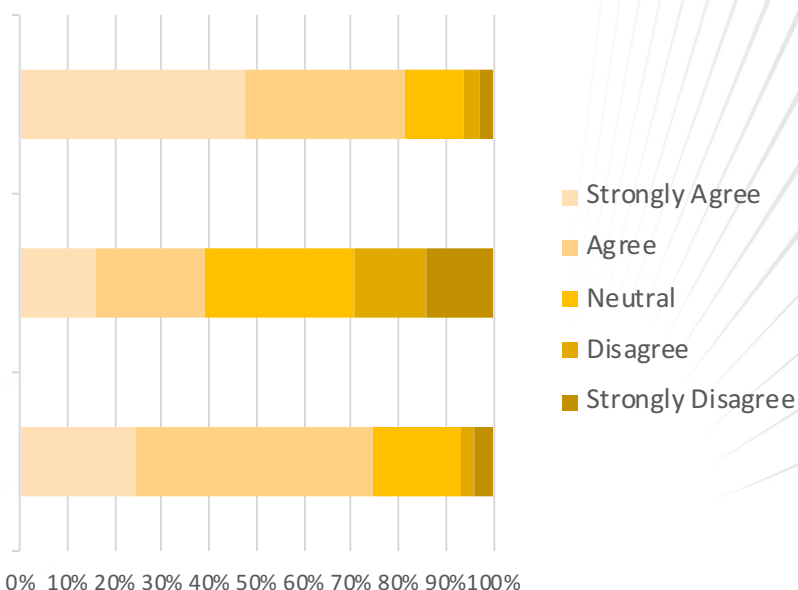
Player Experience Statistics

JULY

I would recommend the Talent Academy experience to others.

There is appropriate communication between my Talent Academy coaches and coaches in my other environments to support my development.

The frequency and content of coaching feedback I receive is supporting my individual development.

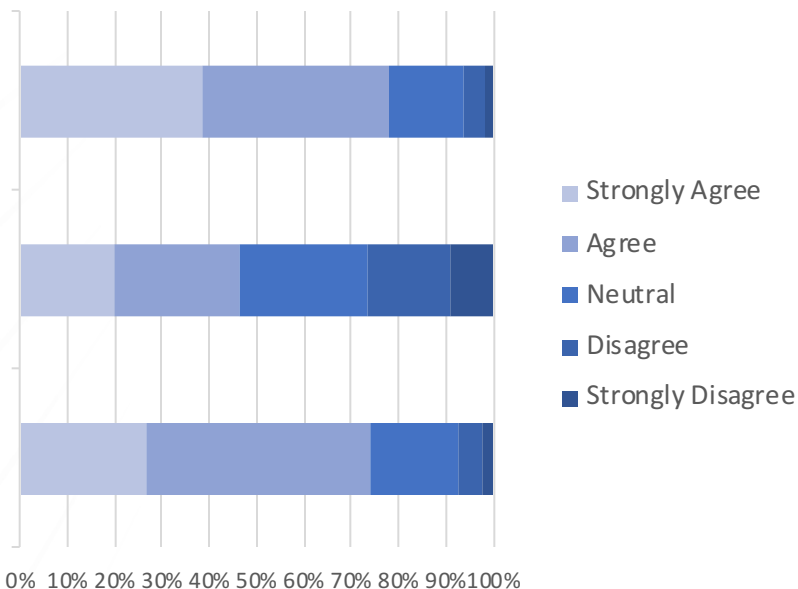


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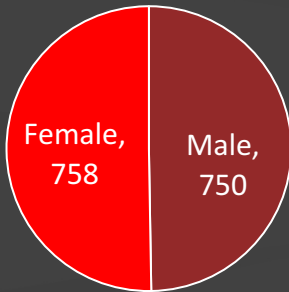


It is encouraging that just over 81% of players would recommend the Talent Academy environment to their peers.

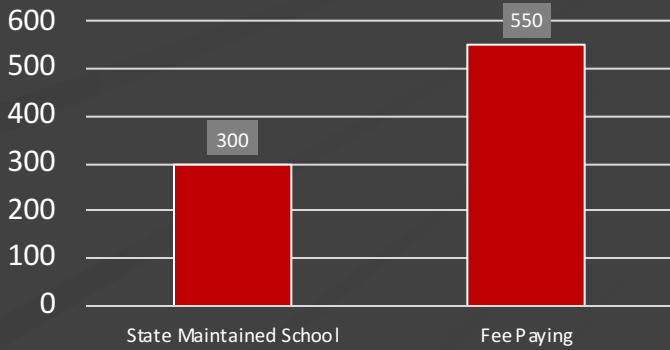
Nevertheless, an area consistent with feedback from the first survey highlights communication is still a challenge, particularly, between a player's TA and their other hockey environments, given only 39% of players currently consider communication is appropriate. Communication is everyone's responsibility. 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 received.

Player ED&I Statistics

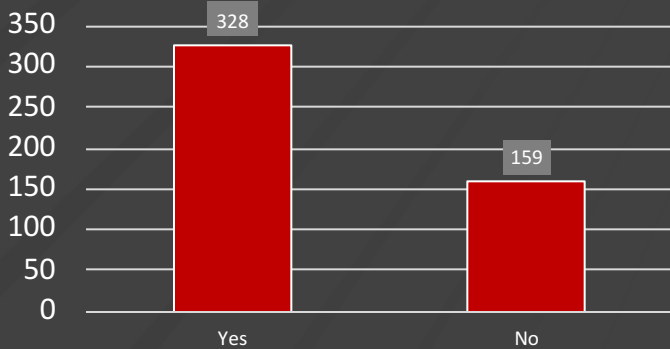
Gender



Educational Background:



Bursaries in Fee-paying schools:

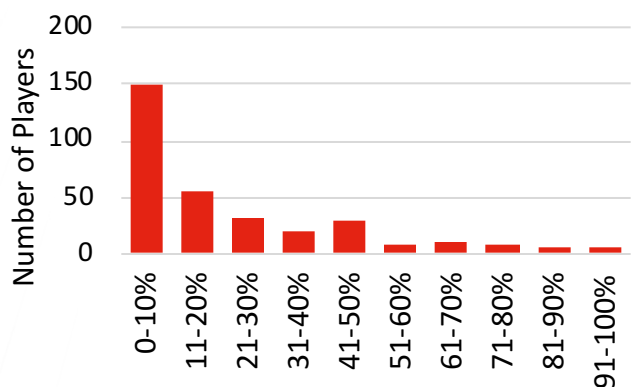


Data for this section has come from the upgraded Talent Platform. As a result, we know across Talent Academy environments and the England Age Group programme there are approximately 1500 players being supported.

Moreover, where data has been provided, we know 300 players attend a state-maintained school and 550 a fee-paying school. 328 of the 550 fee paying school players receive some kind of bursary with approximately 40% having previously attended a state-maintained school.

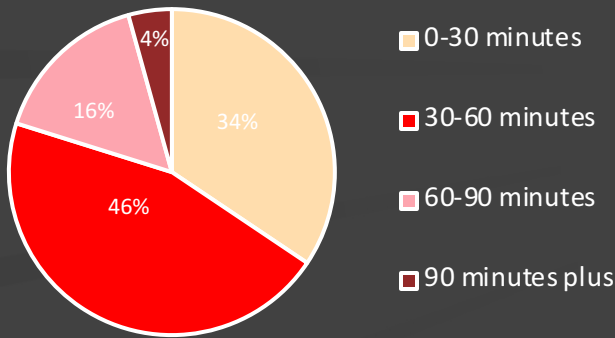
This is important data to understand whether the Talent System is creating multiple routes for a wider range of players to progress into and through a Talent Academy.

Bursary Percentage towards Fee's

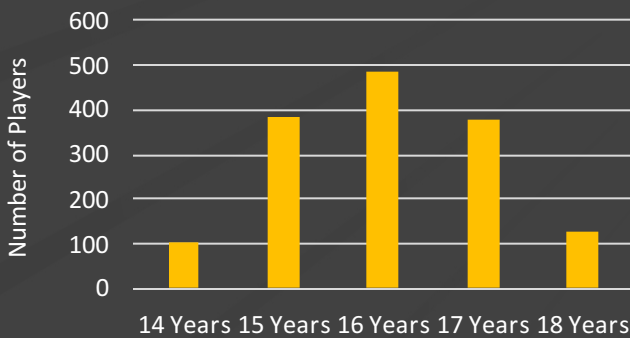


Player ED&I Statistics

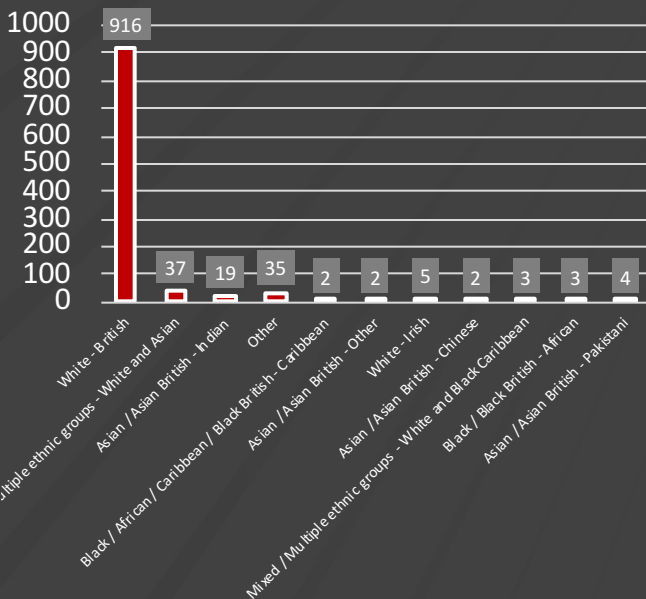
Travel



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 2 new TAs for the 2023-24 cycle this will go some way to reduce travel time further for more players.

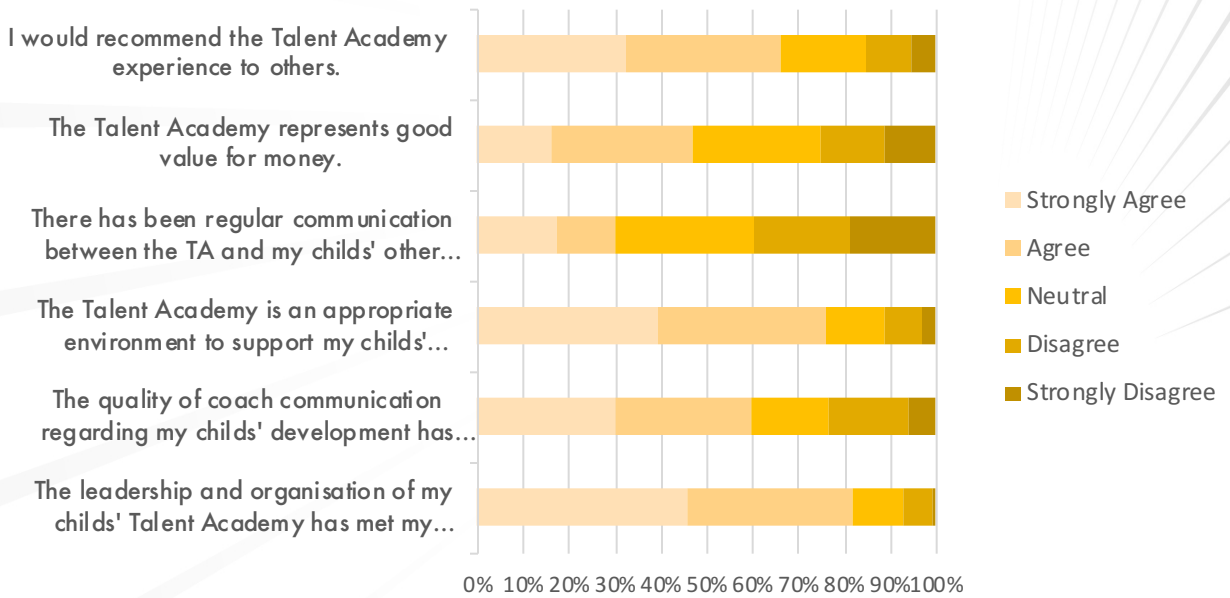
England Hockey will continue to monitor this situation considering the need for any additional Talent Academies based on geography for the 2024-25 cycle.

The middle table shows the age profile across the TA environment at the end of the 2022-23 cycle. Players range from school year 10 to 13, with a small number of year 9 players granted access based on our Exceptional Player Policy.

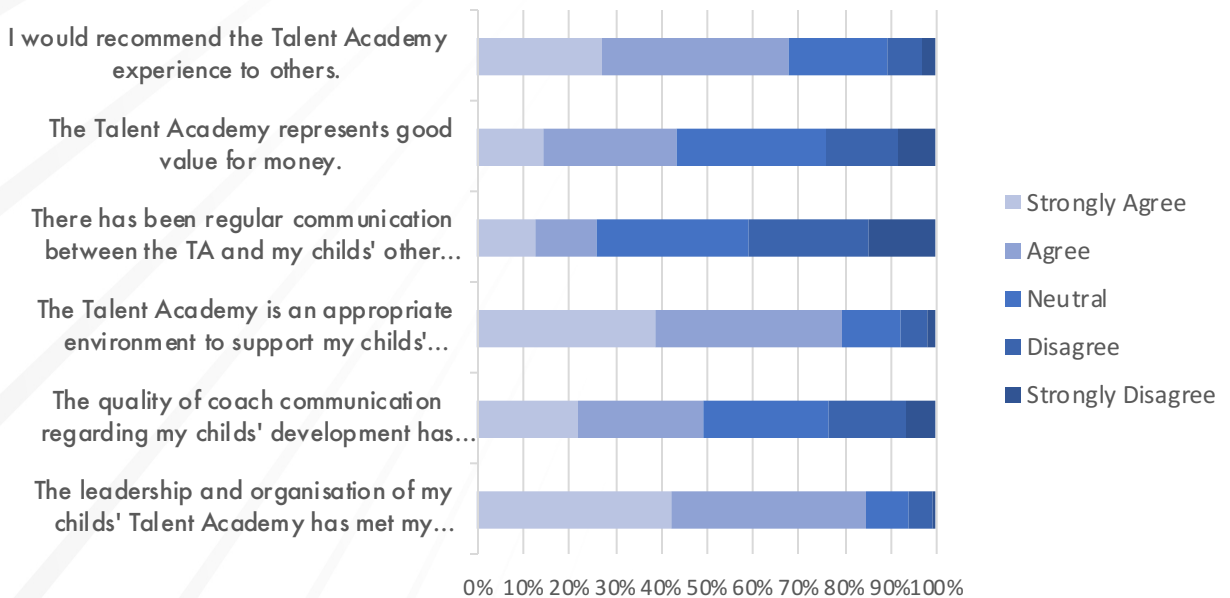
The diversity of players within TA remains largely white British. Increasing the open assessment opportunities into TAs in year 2 and building stronger connections with local schools and communities via the Talent Centre programme and the role of Junior County Hockey are important steps to ensure players from different ethnic backgrounds have different opportunities and routes through the Talent System to progress.

Parent/Guardian Experience Statistics

JULY



MARCH



Action since Survey 1

Amongst parent experiences, data has remained relatively stable since survey 1 with 66.3% stating they would recommend the TA experience to others (down 1%) and 76% stating the TA environment is appropriate in supporting their child's development (down 1.5%). 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 we believe the number of RARE players in the TA environment (and all environments) will increase.

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 improve 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% over the previous 6 months. Nonetheless, EH and TAs must work together to explore effective ways to improve communication with a player's other hockey environments to support the development and load management of young athletes.

With regards to the TA representing good value for money, this has increased slightly from 43% to 47% of parents agreeing, with 25% either disagreeing or strongly disagreeing. England Hockey will continue to support TAs to reduce costs wherever possible and further promote the TA Hardship Fund to help those most in need.

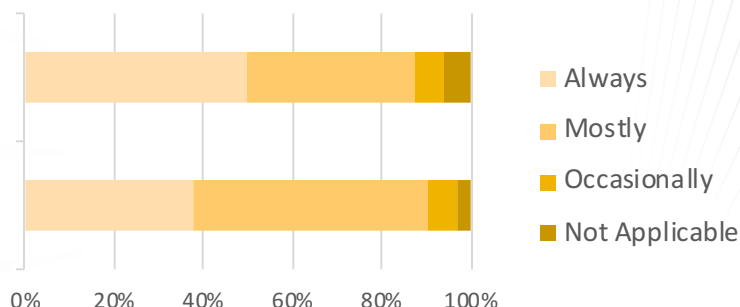
Finally, it is a positive outlook where for most parents (over 80%) feel the leadership and organisation of their TA continues to meet their expectation which is testament to the hardwork of the TAs in the second half of this first year.

Coaches Experience Statistics

JULY

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

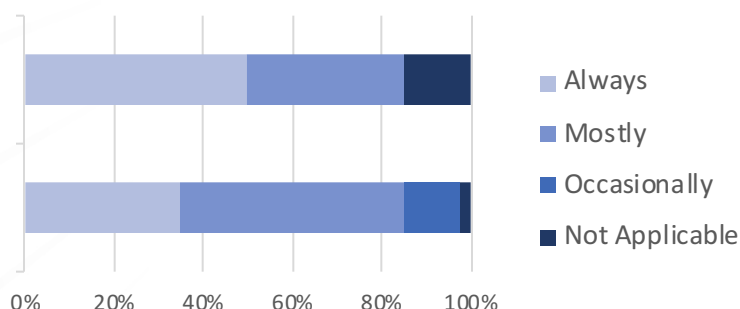
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MARCH

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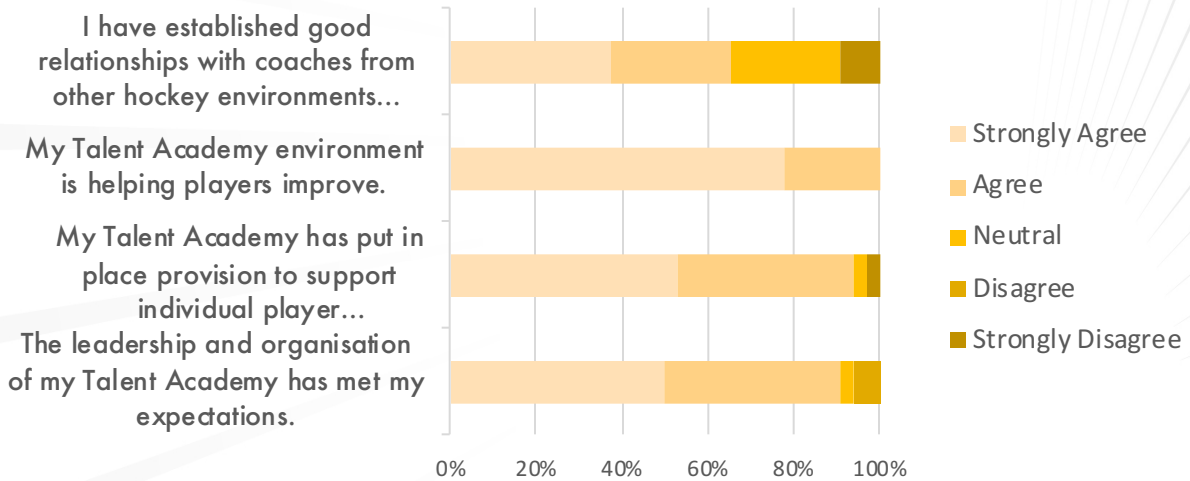


90% of coaches believe the TA environment supports coaches to sufficiently deliver an exceptional experience for players, an increase of 5% from survey 1. It is essential TA coaches feel they are coaching in an environment that enables them to deliver high quality sessions for players. High quality coaching is fundamental to player development and the success of Talent Academies.

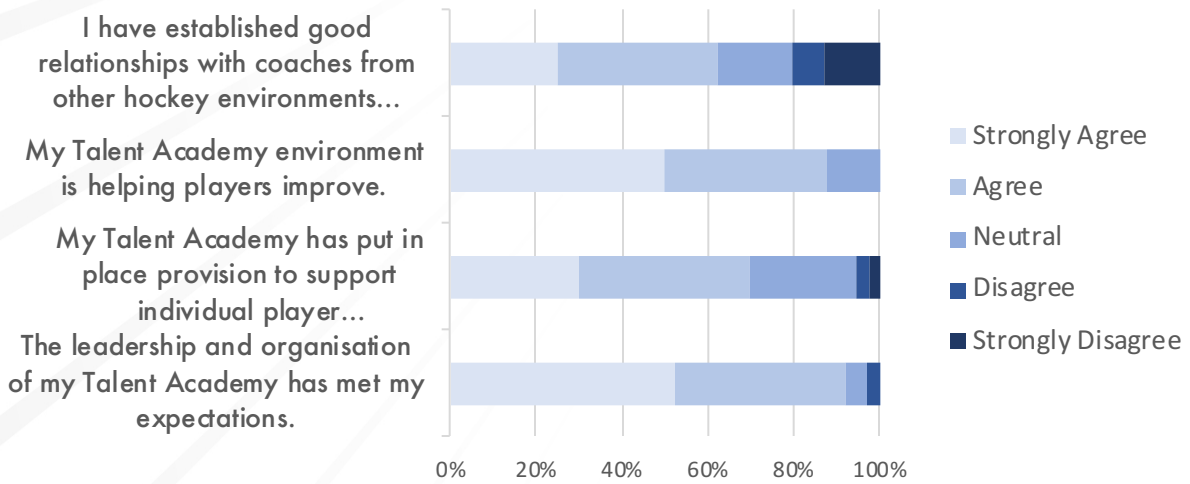
Increasing the connectivity between TAs and the England Age Group and England u21s/Elite Development Programme is important for both TA players and coaches and this will gain strength over the next 12 months. To support this effectively each TA will receive additional in situ coach development support to further raise the standards of coaching. Moreover, following a coaching needs analysis that was conducted during year 1, 3 focus areas have been highlighted to support coaching; nurturing an effective talent development environment, coaching practice that drives performance behaviours and support to help TAs identify potential vs current performance.

Coaches Experience Statistics

JULY



MARCH



100% of coaches who responded to the survey stated that TA was helping players improve, an increase from 88% at survey 1. It is important that this perception is communicated with players and parents by coaches, so players and parents have a greater understanding on how TA are developing players.

Again, communication between coaches and a players other hockey environments requires development, with 65.63% (up 3%) establishing good relationships. Supporting TA Head and Lead Coaches to develop efficient communication channels to support players within the TA remains a priority as we enter year 2 of the programme.

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. We will continue to dive deeper into these themes and have arranged a parent workshops in October to explore this further. We will also be launching a player voice project this Autumn where each TA will be able to identify one boy and one girl to represent their TA and share collective player views with England Hockey to better understand how we can improve player experience.

As you will spot on slide 16 players are yearning for closer relationships, relationships where they truly feel their TA understands them and are considering their wider context (e.g. Exam pressures) as part of their hockey development. Players want to experience a healthy environment, something they can build a sense of attachment to and positively contribute towards. Supporting TAs to build a positive identity, seeking to involve and include players in its development, is an important step towards players taking ownership of their performance and development journey.

From a parent perspective as previously highlighted the main themes (slide 17) link to further improvement in relation to understanding feedback expectations for their child and how TA will support connections with a players other hockey environments. As highlighted, part of this journey should support young players to take accountability for their development when they return to their other 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 will be testing a new mini online Talent System introductory module in October to support TA parents with this which if well received something we can roll out further across the Talent System.

PLAYER FEEDBACK TO IMPROVE

“Relay feedback to other environments (my club)”

“More 1-2-1 interactions /coaching”

“Develop me more holistically”

“Engage our views on the sessions / programme”

“Consider my external situations (exams)”

“Create more cohesive playing groups”

PARENT FEEDBACK TO IMPROVE

"Make me aware of financial support"

"Share all dates as early as possible"

"Explain to me how my players are stretched"

"Show us how the TA develops the whole child"

"Tell me how feedback will be shared"

"Increase presence and structure for GK training"

"Help me understand the routes through the talent system"



Summary

This second survey has seen much of the data remain relatively stable and continues to show key areas that need to be further addressed to provide better experiences for players, parents and coaches within a TA setting.

We still need to obtain a greater number of player responses and we hope that the upgraded Talent Platform where all TA players have registered will be able to achieve this in time for survey 3 in January 2024.

Below is a key 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 be implementing a TA Player Voice Project from the Autumn where our aim is to engage players on key themes of their experience to improve provision. This will include discussing aspects such as a healthy TA culture, individual support and stretch, holistic athlete development and understanding the value and opportunities to progress from the TA environment.

Summary continued

Parents

We will be running another parent workshop in mid-October to continue to learn about their experiences from the perspective of TA parents and how we can make further improvements.

Moreover, we hope this new online module introducing the Talent System will be available to TA parents initially from October/November 2023.

Coaches

For Year 2 all TA Head Coaches will be further developed with in situ coach support. This will include 3 face to face visits supporting Head Coaches on developing an effective talent development environment, delivering practice that drives performance behaviours as well as creating stronger connections around talent identification of players in relation to the England Age Group / England U21s & Elite Development Programmes.

In addition, guidance on the recommended Athlete Weekly Load will be shared with TAs soon to support the management and wellbeing of players.