

YORKSHIRE COACHES DAY



LEEDS BECKETT
UNIVERSITY
MONDAY 9/3/26



YORKSHIRE
TENNIS



Court Craft

YORKSHIRE COACHES DAY

Date: Monday 9th March 2026

Venue: Leeds Beckett University

Time: 9.30am - 2.30pm

Credits: 5 available via independent learning

ORDER OF PLAY

9.30 - 10.30am

JOHANNA KONTA

Keynote Presentation and Q&A

10.30 - 11.45am

JOHN LOUGHTON

Core Fundamentals of Under 10 Player Development & Talent Identification

An informative session focusing on how the four performance factors (technical, tactical, physical, mental) impact in this early stage of development with a key focus on technique. The session will also explore how we as coaches can identify talent and support future potential throughout the county.

11.45am - 12.15pm

BREAK

12.15pm - 1.15pm

TOPIC OPTION 1

1.20pm - 2.20pm

TOPIC OPTION 2

TOPIC OPTIONS

A: Building your brand - marketing fundamentals for clubs and coaches

Dave Baggaley, Marketing Communications & Events Administrator, Yorkshire Tennis

B: The Yorkshire Doubles System: values and principles to enhance doubles within Yorkshire

Joe Gill, 11+ Yorkshire County Coach

C: Tennis through a neurodiversity lens

Louise Assioun, LUSU Sports and Team UK Manager for the Invictus Games



SPEAKER PROFILES

JOHANNA KONTA

Former professional British tennis player who climbed to a career high of World No4 and British No1, reaching three Grand Slam semi-finals at the Australian Open (2016), Wimbledon (2017) and the French Open (2019). She also reached three Grand Slam quarter-finals: Australian Open (2017), Wimbledon (2019) and US Open (2019) and won four WTA titles, most notably the 2017 Miami Open.

She was a key member of the British team competing in the Billie-Jean King Cup (formerly Fed Cup) and represented Team

GB at the 2016 Rio Olympic Games where she reached the final eight.

To-date, Johanna achieved the third highest world ranking for a female British tennis player (after Sue Barker, No3, and Virginia Wade, No2) and she still holds the record for the longest serving female British No1 since records began. Johanna now lives in North Yorkshire on a small farm, with her young family (and a few too many chickens) and works as a presenter and broadcaster for Sky Sports, BBC, Eurosport and Amazon, covering major tennis events including Wimbledon, Roland Garros, the US Open and Australian Open.



JOHN LOUGHTON

is the current Yorkshire 10U head coach. Having been involved in the game for over 45 years as a player, coach and parent, he has a wealth of experience to bring. In the performance world John has produced many county, national and international junior players and been involved in captaining county and international junior teams. For a large part of his career John worked for the LTA North Performance Team taking on various roles including North-East Regional Performance Co-ordinator. Whilst working for the LTA John delivered many coach education courses specialising in the U12 area.

LOUISE ASSIOUN

has an extensive portfolio in inclusive training, coaching and speaking both nationally and internationally. Previously working at Leeds Beckett University, coaching has led to working with national GB Wheelchair tennis players and serving as the GB Head Coach for Visually Impaired tennis. A respected LTA Tutor, contributing to coach education and developing resources for the LTA's Primary and Secondary Schools Programme as well as coaching qualifications. Louise founded LUSU Sports with Sue Morrison, a company which provides training, adaptive equipment and consultancy to ensure everyone with a disability can take part in physical activities. Louise also holds the position as Team UK Manager for the Invictus Games, supporting wounded, injured, and sick (WIS) serving personnel and veterans through sport.



JOE GILL

is the 11+ Yorkshire County Coach. As a junior, he played tennis at Graves Tennis & Leisure Centre and first represented Yorkshire at the age of 15. He moved to Scotland when he was 18, attending the University of Stirling to further my academic studies and tennis. Supporting the national programme in Scotland, he has coached players such as Colin Fleming (ATP doubles career high of 17 in 2013), Jonny O'Mara (ATP doubles career high of 44 in 2019), Maia Lumsden (WTA doubles career high of 57 in 2024) and Gordon Reid (multiple wheelchair Grand Slam winner and Paralympic Gold in 2016). Post covid, Joe became 10U national coach and Scottish Player Development Centre coach. "In May, I felt ready for a new challenge so I moved back to Yorkshire to accept a county coach role. Our main objective is to help Yorkshire become the number 1 county in GB across boys and girls from 11U to senior county cups."



DAVE BAGGALEY

recently joined Yorkshire Tennis as Marketing Communications & Events administrator, responsible for managing the county's social media channels, website and production of key publications including TRAMLINES, the Yorkshire Tennis newsletter, and the Annual Review. He was also involved in developing the new brand identity for Yorkshire Tennis. Dave is a marketing professional with extensive experience of editorial design and publishing, branding, sponsorship, campaigns and event management. He has commissioned and managed marketing and PR agencies, worked in media relations and on a range of website development projects.