



FOR IMMEDIATE RELEASE

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NICK CAVADAY AND LOUIS CAYER TO LEAD COACHING TEAM AT LOUGHBOROUGH UNIVERSITY NATIONAL TENNIS ACADEMY

The Lawn Tennis Association and Loughborough University have today confirmed the appointments of Nick Cavaday (Head Coach) and Louis Cayer (Performance Advisor) to lead delivery of the new Loughborough University National Tennis Academy programme. These are the first of a number of National Academy appointments, with Cavaday and Cayer tasked with implementing the vision for the Loughborough Centre, due to open in September 2019 with its first intake of players.

Cavaday will take up his new role at the turn of the year with the goal of creating a pro-level training environment that delivers a holistic approach to development, nurturing both player and person so that they can successfully graduate onto the Pro Scholarship Programme and transition into professional tennis. One of the most exciting young British coaches, Nick has overseen the progress of ATP players such as Aljaz Bedene and Dominic Inglot into the world's Top 50 and Top 20 respectively, while also enjoying success with British players across the whole pathway in singles and doubles at both senior and junior level.

Nick Cavaday said this on accepting the role, "I am delighted to have the opportunity to lead the new National Tennis Academy at Loughborough University and create a programme with Louis Cayer that sets new standards for nurturing the development of talented young players. Working in partnership with the University and Loughborough Endowed Schools, we will create an inspiring environment that will prepare players for success on the pro tours. We will nurture resilient people, skilful players and confident performers so our graduates are equipped for success in life both on and off the court."

Joining Cavaday in the role of Performance Advisor will be Louis Cayer, who will be able to offer a huge knowledge base to advise and support the National Academy staff to deliver an exciting, world-class development project. Cayer has worked for the LTA for over 10 years and is widely recognised as one of the best coaches in the world. He has advised GB doubles players at the Davis and Fed Cups, as well as acting as personal coach to multiple Grand Slam winner Jamie Murray.

Louis has exceptional knowledge and experience having coached multiple men, women and juniors into the world's Top 100 in both disciplines, including six doubles world No.1s. Prior to joining the LTA, he spent 12 years working for Tennis Canada, where he developed their Coach Education Programme, and was coach and captain of the Canadian Davis Cup team.

Cayer said, "I am delighted to have the opportunity to work alongside Nick Cavaday to create and deliver a world class programme in Loughborough. Nick is one of the most brilliant British coaches I have worked with and I know he will strive to develop British players who are great performers technically, tactically and in a holistic way."

LTA Chief Executive Scott Lloyd added, "Loughborough is one of two National Academies that will play a critical role in the implementation of our Player Pathway, which sits at the heart of our new 2028 Performance Strategy. I have no doubt that Loughborough's appointing of Nick and Louis will strengthen our plan to make Britain one of the most respected nations in the world for tennis player development."

- ENDS -

FURTHER QUOTES:

Leon Smith, LTA Head of Men's Tennis and Davis Cup Captain:

"I've met a lot of coaches over the years and Nick Cavaday is one of the most forward thinking, passionate and dedicated that I have come across. Skill developers are a rare breed in our sport and Nick absolutely demonstrates the talent needed to work with our best juniors. He has really taken the time over the years to harness the innovative methods of experts like Louis Cayer and others, as well as working with Tour level players.

Nick went through a rigorous interview process against candidates from Britain and overseas, and shone during this. We are very proud that we have home-grown coaches of this calibre that can inspire our next generation of players to develop. He is an excellent appointment to lead the development of some of our for our most promising 13-18 year olds at one of our two National Academies."

John Steele, Executive Director for Sport, Loughborough University:

"This is a major milestone in the development of Loughborough University National Tennis Academy and I'm delighted that we've managed to secure such a high level of coaching expertise in Nick and Louis. The academy isn't only about creating a generation of future tennis stars but also developing coaches and support staff to ensure that the players receive the best possible support. These new appointments will be rubbing shoulders with other world class practitioners and I have no doubt that they'll contribute to making the Loughborough environment even more special."

Jamie Delgado, LTA Performance Advisory Group Member & Coach to Andy Murray:

"I'm very excited with the appointment of Nick and Louis, who I know will work very hard and well together to make Loughborough a big success. They both have tremendous experience, Louis in particular across the whole spectrum of performance tennis. When you put an outstanding technician such as Louis Cayer together with one of our most talented British coaches in Nick Cavaday, the academy will be in good hands."

FURTHER INFORMATION ABOUT THE LTA PLAYER PATHWAY & NATIONAL ACADEMIES:

<https://www.lta.org.uk/play-compete/performance-tennis-players/player-pathway/>

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ABOUT THE LTA:

The Lawn Tennis Association (LTA) is the National Governing Body for tennis in Great Britain, responsible for developing and promoting the sport, with a mission to get more people playing tennis more often. It does this under the consumer brand of **British Tennis**, by working with a broad range of partners and over 25,000 volunteers, to grow the game in communities, clubs and schools. The LTA represents the interests of over 590,000 British Tennis Members, men and women, girls and boys across the country, playing on more than 23,000 courts. The LTA runs and supports a network of 11,500 approved tournaments for players of all ages, the corner-stones of which are the premier grass court events leading up to Wimbledon: the Nature Valley Open (at Nottingham), the Nature Valley Classic (at Birmingham), the Fever-Tree Championships (at Queen's Club-London) and the Nature Valley International (at Eastbourne). The LTA works with many delivery partners to grow the sport across the country. One of these is its charitable entity, the Tennis Foundation, to provide a tennis provision for more than 20,000 schools, disadvantaged youth as well as promoting tennis as an inclusive sport for anyone with a disability. For further information about the LTA and British Tennis, and to review the British Tennis strategy for 2015 – 2019 visit www.lta.org.uk or follow us on Twitter @BritishTennis.