

# Andy Tordoff

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(DEFRA really!)

The South Pennines –  
Focus on Growth – **Sustainably**

- Be (slightly) controversial
- Get you to think a little differently  
and
- Ask you to do something

“In this volatile business of ours, we can ill afford to rest on our laurels, even to pause in retrospect. Times and conditions change so rapidly that we must keep our aim constantly **focused** on the future”

Walt Disney

- The last time there was a ‘single’ rural conversation was??
- As a result of the 2000/1 Foot and Mouth epidemic
- What is today’s →→→ tomorrow’s single conversation (aim)
- To encourage **the right** visitors to stay longer and spend more?

- South Pennines is “vast” (relatively)
- Is there a definitive list of it’s assets?
- How do they fit together collaboratively to achieve a single aim?
- How do the people living there work together to achieve a single aim?
- How do you attract **the right** visitors who will support your single aim?

## Visit England's Rural Tourism Action Plan

- To diversify and modernise rural tourism products to generate business opportunities suited to local environments and communities and to develop a year round visitor offer.
- To encourage rural communities and economies to benefit from the value of rural tourism by taking ownership for the development, management, protection and conservation of rural assets and locations

## LEADER

- LEADER stands for *Liason Entre Actions pour le Development de L'Economie Rurale*
- “Links between actions for the development of the rural economy”
- A real opportunity to think differently for the next programme ???

## Risk Management

“Planning is an unnatural process; it is much more fun just to do something.....

And the nicest thing about not planning is that failure comes as a complete surprise, rather than being preceded by a period of worry and depression”

Sir John Harvey-Jones



- Know what you want to do.
- Know why you are doing it.
- Know how you are going to achieve it.

- After all is said and done  
..... more is said than done!!
- Nothing I have said makes any difference –  
it won't change the South Pennines  
– **only you can!**