



Andy Tordoff FTS (Head of RDPE Delivery Team, DEFRA)

He transferred into Defra on 1st July 2011 where he currently leads the delivery of the Rural Development Programme for England in Yorkshire and the North East. He is Defra's RDT National Lead on Tourism, responsible for delivery of their National £10m rural tourism programme.

During the last six years he has spent considerable time working with the Disney Institute in Florida, developing Leadership, Business Management and Customer Service programmes for delivery in the UK.

Prior to transfer, he was Assistant Director, Business in Yorkshire Forward, the Regional Development Agency for Yorkshire and the Humber, where he was responsible for the Yorkshire Forward Board approved £30M Tourism programme for the region and also additional capital investment on tourism related projects such as the £50M Harrogate International Centre development and sponsorship of the Clipper Round the world Yacht race.

He was also responsible for the Renaissance Market Towns and Rural Capitals Programme and the Environmental Assets activity within Yorkshire Forward.

He is a Fellow of the Institute of Sales and Marketing Management, Fellow of the Tourism Society and a Fellow of the Royal Society of Arts.