



## Biography

### **Mike Truelove**

Mike Truelove has worked in the BID industry for three years and previously comes from a background of business account and project management delivery. He has worked across all sectors including voluntary, public and private - helping to develop a number of programmes from Community Transport Schemes to the roll out of next generation broadband to schools and colleges.

Throughout his career Mike has also been involved in running his own businesses, including NVQ training for the Care Sector, and since 2005 a small training company specialising in health and safety courses for commercial clients. Running businesses has helped Mike truly understand the issues BID levy payers go through in seeking new and repeat custom – all the while having to deal with overhead costs, staff issues, marketing etc. It is this insight that Mike feels has helped him build relationships with local business who ultimately judge any initiative by the outcomes they produce.

Originally from Devon and settled in Hereford for over 25 years, Mike is a family man with his wife and two children, aged 10 and 12. He is deeply passionate about Hereford succeeding as a popular destination and feels honoured to be a part of the Hereford Business Improvement District; allowing him to manage a team that is shaping the wonderful and historic Cathedral City Hereford is.

