

Nicola's home page

Nicola Prior is an independent PR consultant in Leeds, West Yorkshire and has run a successful business for 15 years. She competes directly with larger PR agencies in Leeds and Yorkshire often winning business from them. She is a member of the Chartered Institute of Public Relations with the prestigious status of Accredited Practitioner of the **CIPR**. Every few weeks she broadcasts on PR issues for **BBC Radio Leeds** as its West Yorkshire PR guru.

Like many PR consultants, she tends to focus on specific sectors. For Nicola these are: the park home and lodge industries, energy and holiday. She offers clients media relations, business writing, advertising, market research, communications strategy plus training in sales and presentation techniques.

She works effectively in both business-to-business and business-to-consumer environments and her key PR disciplines are: promotional work, corporate and community relations and crisis communications. Nicola had a management role in PR during the 1991-2 recession and understands how it must demonstrably add value for clients during periods of limited business opportunities.

Current and recent corporate clients include Siemens UK, **Shepherd Group**, Holiday Cottages Group, Scampston Estate and Escrick Park Estate: the **Recent Projects** page has campaign details and results. Nicola works flexibly with clients basing estimates on a day-rate of £550 + VAT (terms and conditions apply).

[PRINT-FRIENDLY PAGE](#)

[HOME](#) / [OUTLOOK](#) / [EXPERIENCE](#) / [PROJECTS](#) / [CONTACT](#)



CIPR Accredited Practitioner

“Nicola is accomplished, productive, up-to-the-minute: a genuinely first class PR consultant.”

Brand Marketing Manager,
Shepherd Group