

# Lorna Byrne

Consultant



Renowned for the quality of her writing and attention to detail, Lorna has extensive public consultation and stakeholder engagement experience.



**Graduate Diploma in Marketing**  
*Member of the Chartered Institute of Marketing*  
*Member of the Chartered Institute of Public Relations*

Lorna has more than 30 years' PR, communications and consultation experience. Starting her career in the construction industry in the late 1980s, she subsequently managed in-house PR and communication departments for leading businesses in the water supply, housebuilding and property sectors.

Renowned for the quality of her writing and message-setting skills, Lorna has extensive public consultation and stakeholder engagement experience. Having worked on challenging consultation projects for businesses in different industries, she is accustomed to tackling difficult issues, resolving conflict and negotiating solutions.

Since joining Planning Potential in 2013, Lorna has run numerous successful consultation processes, helping to secure consent for major residential, office, care, hotel, pub and restaurant development schemes.

Before joining Planning Potential, Lorna spent 12 months working for a London communications consultancy as a community consultation specialist, and seven years working for a leading firm of property agents, consultants and advisers as their Director of Communications. She also spent six years as the in-house PR manager of a national housebuilder.

Prior to the pandemic, Lorna held a voluntary post as a patient representative with the largest NHS trust in the UK.

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