



CASE STUDY: ESTUARY TV



OVERVIEW

Location	Around the Humber. Videos located on YouTube.
Team Members	Humber Nature Partnership, Estuary TV (formerly channel 7), Humber Bridge Board, Lincolnshire Wildlife Trust, Yorkshire Wildlife Trust
Duration	2015

1. REASONING

The aim of the project was to bring awareness to and highlight the importance of the Humber Estuary to a wider audience.

2. APPROACH

The project was with Estuary TV and premiered on Channel 8 in the evenings. There were 5 episodes dedicated to the Humber. These episodes can be found on our YouTube account and the Estuary TV YouTube account. The series was based around the Humber, with many different individuals such as marine biologists visiting sites including The Deep, wildlife reserves and the Humber Bridge.

3. OUTCOMES

We got great footage from the series and it's a holder for YouTube. The series is useful for introducing the Humber and its importance in video format. The first video has over 400 views from 2015-2025 on YouTube, but it is unknown how many watched the live showing on the TV. The interaction and engagement was not measured when the project was complete, so it is unknown the impact the series has had on general public awareness of the Humber.

