



CASE STUDY: WILD HUMBER



OVERVIEW

Location	Around the Humber. Video can be found on YouTube and Amazon Prime Video.
Team Members	Humber Nature Partnership and National Grid
Duration	2019

1. REASONING

The project was sponsored by the National Grid Community Fund, with the aim to bring more awareness to the Humber Estuary and its protected status.

2. APPROACH

The video is 25 minutes in length, and aims to highlight some of the key features of the Humber in one video. "Wild Humber shines a light on the extraordinary phenomenon of bird migration. Every year over 100,000 wild birds visit the estuary on their long migration flights. The Humber Nature Partnership investigates whether our increasing enjoyment of the outdoors is affecting the Humber's internationally important bird populations, leading to catastrophic declines. The project also highlighted the negative impacts of recreational disturbance.

3. OUTCOMES

The video has been viewed thousands of times across both YouTube and Amazon Prime Video with a 5-star rating. It is often used by secondary schools, colleges and universities to highlight the importance of the species that inhabit and migrate to the Humber Estuary

