

How Blaenau Gwent leads the way in period equality provision in Wales

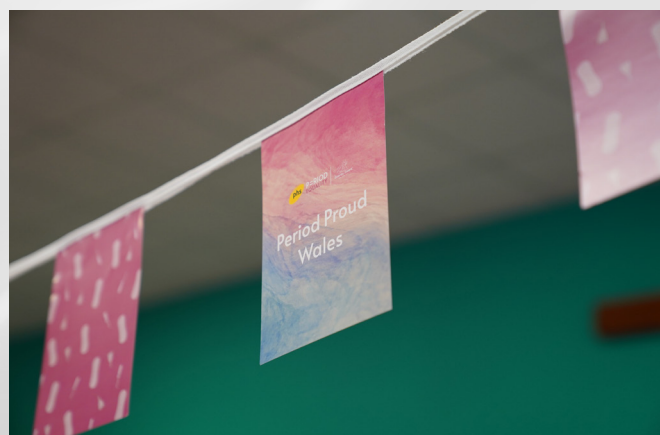
phs Group and Blaenau Gwent Council have been working together since 2019 to deliver its period equality scheme and benefit learners across the borough. It was one of the very first councils to take up the mantle to deliver period equality schemes in Wales and the UK.

Beyond providing learners with period products purely in education settings, Blaenau Gwent also worked to ensure that the broader community had access to products when they need them wherever they are.

Blaenau Gwent chose a model where they controlled the period equality budget and decide where to filter the products where they will be most needed. A range of products are provided, a combination of reusable and sustainable, as well as disposable, ensuring that as much as possible, women and girls have agency to choose the products that are right for them.

The council has made a huge commitment to improving access in schools. The team at Blaenau Gwent ensures it uses **phs'** marketing and educational collateral for the benefit of learners, ensuring lesson plans, posters and signage are available for teachers and tutors to use. There are plans to provide schools and colleges with frameworks for how best to roll out the schemes including establishing a menstruation station, coupled with monthly visits to schools to showcase the products and answer any questions that learners may have. All pupils are also provided with a small bag containing a range of products when they start secondary school, so that they are personally prepared at any time. The bag was specially developed for Blaenau Gwent, by using the budget provided by the Welsh Government.

Blaenau Gwent Council delivers its products to more than 100 community groups. Schools, colleges, community groups, sports clubs, chapels and churches, charities, shelters, and public buildings such as libraries and leisure centres are all a part of the scheme; a great example of a local authority truly working to create a period proud Wales.



Emma Jones, of Blaenau Gwent council said: “I think the reason that the partnership with **phs** works so well is because the team understands the issues we’re facing. We’re on the phone to them every week ordering products. They’re passionate about periods and they want to achieve the same things we do.”

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