

PERIOD PRODUCTS: LAUNCH EVENT PLAN

1.0 EXECUTIVE SUMMARY

- 1.1 Building on the existing voluntary provision of period products in education and community settings funded by the Scottish Government since 2018/19, the Period Products (Free Provision) (Scotland) Act 2021, will ensure that everyone in Scotland who menstruates can have reasonably convenient access to period products, free of charge, as and when they are required.
- 1.2 The Council is holding launch events to introduce the public to the brand, its products and have key speakers discussing the topic of periods. This approach will also begin the process of destigmatising the provision and enabling wider discussions as required by the statutory guidance. The event details are as follows:

Helensburgh Civic Centre, Wednesday 24th August 2022, 6pm.

And;

Lochgilphead High School Thursday 25th August 2022, 6pm

Speakers:

Ashley Storrie (BBC Radio Scotland Host and Comedian);
Georgie, (Hey Girls (Award Winning period product social enterprise and suppliers));
Ashley McLean (The Poverty Alliance);
Kerry and Christine (The Grab Trust);
Amy Bruce (Argyll & Bute Council Period Product Project Lead).

- 1.3 The night will be free to attend and will include a period product goodie bag and welcome drink.
- 1.4 In addition to this, there is likely to be a ministerial visit sometime around mid-August, when the Period Products (Free Provision) (Scotland) Act 2021 comes into effect. Details have yet to be finalised.
- 1.5 Members are asked to:
- a. Note the launch events that are taking place during this week
 - b. Note the promotion of the events
 - c. Note the potential for a ministerial visit and political profile of launch event
-

PERIOD PRODUCTS: LAUNCH EVENT PLAN

2.0 HEADLINES

- 2.1 The Period Products (Free Provision) (Scotland) Act 2021 becomes law in August 2022, and all local authorities must have a robust service in place by this time.
- 2.2 This paper outlines how the Council is launching this service into a recognisable and accessible scheme for all who need to use the service.

3.0 RECOMMENDATIONS

- 3.1 The Community Services Committee is asked to note:
- a. the launch events that are taking place during this week
 - b. the promotion of the events
 - c. the potential for a ministerial visit and political profile of launch event

4.0 DETAIL**4.1 Background**

- 4.1.1 Building on the existing provision of period products that have been provided in education and community settings funded by the Scottish Government since 2018/19, the Period Products (Free Provision) (Scotland) Act 2021, will ensure that everyone in Scotland who menstruates can have reasonably convenient access to period products, free of charge, as and when they are required.
- 4.1.2 Following the results of the consultation, the public decided on the brand *My Tribe*.
- 4.1.3 The brand is designed to create an inclusive way of ensuring that products are readily identifiable and available across Argyll and Bute.
- 4.1.4 The Launch events are being held to promote the service across the local authority and introduce the brand.

4.3 Approach to the Launch Events

- 4.3.1 The consultation identified the preferred brand to be *My Tribe*. When asked, 76% of participants thought it important that the period product initiative available in Argyll and Bute is easily recognisable. (12% didn't, 12% weren't sure).

- 4.3.2 A branding plan has been created that includes branded items that can be used to promote the service within the local authority to ensure people are aware of where and how they can access products.
- 4.3.3 It is important that this new brand and the initiative is well advertised and maximum awareness created around the initiative so launch events will help to create interest around this within the local area and in the local press. It will also help with breaking down barriers around access, and enable people to talk about periods in an inclusive way, which is part of the overall aims of free provision.
- 4.3.4 The launch events were designed to be fun, inclusive evenings for all, creating a relaxed and inclusive atmosphere. The events have been free to attend, but ticketed so that numbers for the event are known.
- 4.3.5 To make the event attractive, officers invited some guest speakers to take part, with the intention of drawing an audience:
- Ashley Storrie (BBC Radio Scotland Host and Comedian);
Georgie, (Hey Girls (Award Winning period product social enterprise and suppliers));
Ashley McLean (The Poverty Alliance);
Kerry and Christine (The Grab Trust);
Amy Bruce (Argyll & Bute Council Period Product Project Lead).
- 4.3.6 This has been designed as an opportunity for people to feel empowered and to share their stories around periods and the various ways this can impact lives, as well as creating an opportunity to introduce the brand and to showcase how officers plan to deliver this new statutory responsibility.

4.4 Ministerial Visit

- 4.4.1 Officers had invited a Scottish Government Minister to attend the launch events, and this invitation has been acknowledged. While the Cabinet Secretary for Social Justice, Housing and Local Government, Shona Robison MSP was unable to attend the launch event, her office has been in touch to indicate that she would like to visit Argyll and Bute, to better understand the approach being taken to roll out the provision of period products, as well as the brand identity.
- 4.4.2 Details of the visit are yet to be finalised, but it is expected that this visit will have taken place on or around 18th August, and if it goes ahead as planned then, it will be the week when the new Period Products (Scotland) Act takes effect in law. As such, it is likely that this visit may attract media attention. Given the ministerial visit and political profile of launch event and project overall there is a wider remit than just Commercial Services. There are notable linkages with Education and learning opportunities will come via our schools. Furthermore, there is a health and wellbeing angle that greater promotion and accessibility of period products will provide. Cllr McNeilly, Cllr Hampsey as well as Cllr Mulvaney have been briefed as joint leads for this launch event and project.
- 4.4.3 Given the portfolio that the Cabinet Secretary holds, the visit to Argyll and Bute

will encompass the remit of food insecurity, and it is likely that the Cabinet Secretary will have visited a foodbank, and had an opportunity to hear about the Argyll and Bute Flexible Food Fund and overall cash first approach.

5.0 CONCLUSION

5.1 The launch event has been an important function to allow promotion of the new brand to increase awareness as well as a positive way of breaking down barriers around talking about period products.

6.0 IMPLICATIONS

6.1 Policy - None

6.2 Financial - This policy is funded by the Scottish Government, and the costs of these events are minimal.

6.3 Legal – None

6.4 HR - None

6.5 Fairer Scotland Duty:

6.5.1 Equalities - An EQUISA has previously been undertaken

6.5.2 Socio-economic Duty - An EQUISA has previously been undertaken

6.5.3 Islands - An EQUISA has previously been undertaken

6.6 Climate Change - None – the GRAB trust will be talking about reusable

6.6 Risk - There is no specific risk register for this work, as it is in keeping with statutory requirements. However, this will remain under review.

6.7 Customer Service - A significant proportion of this work is being developed to improve information and understanding of the provision and to end the stigma that currently surrounds periods, and the launch event is a critical part of this approach.

Douglas Hendry – Executive Director with responsibility for Commercial Services

Councillor Yvonne McNeilly – Policy Lead for Education

Councillor Amanda Hampsey – Policy Lead for Care Services

1st August 2022

For further information contact:

Jayne Jones
Senior Manager, Commercial Services
01546 604681
jayne.jones@argyll-bute.gov.uk

Amy Bruce
Project Lead – Period Products
01546 604599
amy.bruce@argyll-bute.gov.uk

My Tribe

JOIN US IN THE LAUNCH OF
MY TRIBE, THE FREE PERIOD
PRODUCT INITIATIVE ACROSS
ARGYLL AND BUTE!



Ashley Storrie
Comedian & BBC
Radio Scotland Host



Georgie
Hey Girls
Award winning social enterprise



Ashley McLean
The Poverty Alliance



Christine & Kerry
The Grab Trust



Amy Bruce
Project Lead -
Period Products
Argyll & Bute Council



FREE PERIOD PRODUCT LAUNCH EVENT

Argyll & Bute



Helensburgh Civic Centre - Wed 24th Aug '22
Lochgilphead High School - Thurs 25th Aug '22
6pm-8.30pm

Scan Code to book free tickets!
Tickets available from 24th July 2022

Entry strictly with tickets only

If you are unable to use the QR Code above, please contact
✉ periodproducts@argyll-bute.gov.uk

