



hey girls...

we're good for councils...



how Belfast City Council partnered with hey girls...

Hey Girls partnered with Belfast Council to launch a pilot of the 'home pack' service in early 2022.

The Scheme saw unprecedented demand with more than 2750 orders made in less than just 24 hours.

In May 2024, Northern Ireland became the second country in the world to make period products accessible for free by law.

local authorities



Belfast City Council

councils



period dignity for communities



the need...

The pilot was billed as a sanitary waste project, with single-use period products generating 200,000 tonnes of waste in the UK every year.

the impact...

Belfast City Council saw considerable demand for Hey Girls products as part of the scheme, while it also received widespread praise across social media where more than 95,000 people were reached through an announcement of the scheme.



the products...

The council focused on reusable pads as it was in-line with the environmental focus of the initiative.

They received reusable panty liners, day and night pads.

"there was unprecedented demand, with more than 2,750 orders made in less than 24 hours."

from the team...

Seeing such unprecedented demand shows both the scale of the problem faced in the city, but also the desire for period products to be made freely available.

Georgie Nicholson, Hey Girls



Want to get the period dignity conversation flowing? Say hey to Georgie now: Georgie@heygirls.co.uk

say hey...

