

 **hey girls...**

**we're good for sport...**



how Bloomsbury Football Foundation partnered with hey girls...



Bloomsbury Football Foundation believes in breaking down all barriers to participation in sport, and access to period products is a significant but often overlooked challenge for many young players.

Hey Girls' mission aligns with Bloomsbury's commitment to inclusivity, ensuring that periods are never a reason for anyone to miss out on football. Our high-quality, sustainable products are available in Roll Up Kit Bags to create a more supportive and accessible environment for young female players.

The aim is for these kits to be implemented into all coaches' kit bags as part of their equipment stock take.

periods in sport



period dignity for communities



the need...

Across the UK, 1 in 4 young people have struggled to afford period products, with many missing out on school, sports, and social activities as a result. In football, where participation gaps already exist for girls, period poverty presents an additional barrier to engagement. By providing free period products at our sessions, we ensure that no player has to choose between managing their period and playing the sport they love. This initiative is part of our broader effort to make football a truly inclusive space.

the impact...

Starting to have period products easily accessible at sessions has helped normalise conversations about menstruation in sport, reducing stigma and ensuring that periods don't disrupt participation. Players and parents alike have expressed gratitude for the initiative, reinforcing its importance in making football a space where everyone feels welcome.

the products...



Bloomsbury purchased Roll Up Kit Bags filled with disposable pads and tampons. The bags travel across London to support multiple teams and the aim is for these to become part of their standard coaching equipment, available at every session they run.

**In football, where participation gaps already exist for girls, period poverty presents an additional barrier to engagement.**

about the team...

Our experience working with Hey Girls has been fantastic. Their dedication to tackling period poverty and stigma in a really operationally practical manner has made them the perfect partner for this initiative. Their team has been incredibly supportive, helping us implement the programme seamlessly. Beyond just providing products, they've also helped us raise awareness around menstrual health in sport, reinforcing our shared goal of making football more accessible for all.



Want to get the period dignity conversation flowing?  
Say hey to the team now:  
**b2beheygirls.co.uk**

**say hey...**