

Period Dignity Roundtable

11 September 2025

10:30 – 11:30

Attendees:

Cardiff University
Coleg y Cymoedd
Colegau Cymru
Fair Treatment for the Women of Wales (FTWW)
Keep Wales Tidy
Love Your Period
Plan UK International
Sport Wales
University of South Wales
Welsh Local Government Association (WLGA)
Wings Wrexham

Welsh Government:

Cabinet Secretary for Social Justice, Trefnydd and Chief Whip
Equality and Human Rights
Women's Health

Guest speakers:

Cardiff Council
Family Action
Isle of Anglesey County Council
Swansea Council

- 1. Item 1 Welcome and introductions – Cabinet Secretary for Social Justice, Trefnydd and Chief Whip**
 - 1.1 Members were welcomed to the meeting. No actions were outstanding from the previous meeting.
- 2. Item 2 Update on progress against Period Proud Wales Plan, Welsh Government**
 - 2.1 In January 2025, an online progress report was published on the Welsh Government website, this replaced the original Annual Highlight Report. The new format has enabled more updates to be posted against each of the actions throughout the year.
 - 2.2 Progress has been made against all actions but for the purpose of the meeting, a short summary of work was given against a selection of actions. This included:

- Action 1: £3.25 million has been allocated to the Period Dignity Grant. An additional £130,000 was allocated during the last financial year and further additional grant funding is being considered. The grant continues to support to a people across all parts of Wales, with over 1200 community settings providing access to period products as well as schools, colleges and universities.
- Action 2: A case study template was created in September for Period Dignity Leads to capture best practice examples. Since then, 14 case studies have been written and shared with all Period Dignity Leads, and in turn this has led to more innovative projects taking place across Wales.
- Action 3: New curriculum resources have been created and are due to be published this month to support learning on menstrual well-being. These resources will support teachers in both Primary and Secondary settings.
- Action 4: This year 80% of period products purchased must be reuseable or plastic free. Positively, between April 2024 and March 2025 94% of products purchased were environmentally friendly. This is in part due to a growing trend across Wales of young people choosing reuseable products over the single use options.
- Action 8: Monmouthshire used part of their Period Dignity Grant to create the guidance document: "[Improving Menstrual Wellbeing for Children with Additional Learning Needs](#)". This is intended to help parents, carers and teachers supporting young people with Additional Learning Needs through menstruation. The guide is free to access and has been shared with all Period Dignity Leads and across Wales.
- Action 9: In August 2025, Powys provided free period products to support the Young Carers Festival held in Builth Wells. Welsh Government are also working with Carers Trust to ensure that unpaid carers know where they can access period products and support.
- Action 10: Sport Wales Period Dignity Roundtables continue to be hugely successful and well attended with sporting governing bodies across Wales keen to learn from one another and improve support for their members. The fifth meeting is due to be held online at the end of this month.

3. Item 3 Group Discussion: Period Proud Wales Communication Plan, Welsh Government

- 3.1 Officials have developed a communication plan to review the stakeholders that engage with Welsh Government against each action of the Period Proud Wales Action Plan. This work also considered the different ways in which information was shared both internally within the Welsh Government, and externally, and will be instrumental in ensuring that key dates, such as Menstrual Hygiene Day are recognised.

- 3.2 Members were asked to consider the following questions to discuss:
1. Are there any stakeholders we are not engaging with?
 2. Are there any other engagement methods we could explore and utilise?
 3. What are the key messages Welsh Government should be communicating?
- 3.3 Within the discussion, members requested promotional materials to be made available by Welsh Government so that they could share at the external events they attend. The Cabinet Secretary welcomed the work on the plan and expressed her eagerness to promote the positive work undertaken in Wales.
- 3.4 **Action: Period Dignity Policy team to consider promotional materials that could be shared with Period Dignity Roundtable Members to utilise at external events.**
- 3.5 **Action: Period Dignity Policy team to ensure that Welsh Youth Parliament is engaged in work on the Period Proud Wales Action Plan.**
- 3.6 **Action: Members encouraged to invite the Cabinet Secretary to any projects in Wales actively seeking to support menstrual health, through the distribution of free period products and support.**
- 3.7 **Action: Period Dignity Policy team to ensure that work related to Period Proud Wales Action Plan is linked to the Food Partnership Policy.**
4. **Item 4 Cardiff Community Group Case Study-Cardiff Council and Family Action**
- 4.1 During the last year Cardiff Council have supported 113 community-based organisations and reached over 6,000 individuals, including vulnerable and underserved groups. Social media platforms, leaflets, online forms and councillor engagement have all been used to promote the availability of free period products.
- 4.2 Co-ordinated delivery of period products has ensured that the provision is widespread and reflects the needs of each area. Strategic partnerships with organisations such as Womb CIC, Cardiff Foodbank and Women Connect First has also enabled targeted support and education.
- 4.3 Family Action has been running a Food Club to support families in Fairwater Primary School for the past four years, during which time member engagement highlighted a need to provide period support. With funding from the Period Dignity Grant and partnership working with the school, they launched the Period Positivity Project, which provides free, environmentally friendly period products and educational resources.
- 4.4 The project has fostered open and supportive conversations and received positive feedback from parents and carers, exceeding many of the original expectations.

Family Action are considering if this project could be run at any of the other sites they work in across Wales.

- 4.5 Members were keen to link with the project for potential research opportunities and the Cabinet Secretary expressed interest in visiting the project in person.

4.6 Action: Family Action and Welsh Government Officials to arrange a Ministerial visit to the Fairwater project.

5. Item 5 Update from Local Authority Period Dignity Leads, Isle of Anglesey County Council and Swansea Council

- 5.1 The Period Dignity Leads from every local authority met on 3 September 2025 to discuss issues and share best practice about how they are administering the Period Dignity Grant.

Isle of Anglesey County Council

- 5.2 Period Dignity Leads work within the Healthy Schools Team and utilise these strong links to ensure that period dignity is embedded into all schools. Significant work has been undertaken to expand community reach, and this has included the introduction of period first aid kits to support sport clubs alongside an expansion of free period products and information available across more community settings.
- 5.3 Strong partnership working between the Period Dignity Leads and other local authority officers, such as the housing team, have ensured that those engaging with people in need have access to free period products that can be easily distributed.
- 5.4 Plans for the next financial year include the creation of short seven-minute webinars which are accessible to all that highlight the availability of products and support, as well as meaningful information about periods. Resources for Dads are being considered as well as further promotion of community locations with free period products.

Swansea Council

- 5.5 The presentation from Swansea Council was postponed due to time constraints within the meeting. It will be presented to members at the next Period Dignity Roundtable meeting.

6 Item 6 Any other business

- 6.1 Information which members wish to share with Roundtable members or with the Period Dignity Leads in local authorities can be sent to Welsh Government officials for circulation via the Period Dignity mailbox: perioddignity@gov.wales.
- 6.2 The next meeting will be held on 15 January 2026.

