



WOMEN'S CONVENIENCE PACKS

Client
J Murphy & Sons

Team
Culture Development Programme

Sector
SHESQ

Project start
07/18

Project end
03/19

Value
N/A

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11/04/2019

Author
Helayna Wade

Innovation Reference
SI-00080

PROJECT OUTLINE

Being a woman within the construction industry is invigorating, interesting and fairly uncommon in a male orientated workplace – especially those who work on live sites. As the female population grows within this dynamic landscape, the need for women's facilities and products to deal with physiological, gender- based differences is essential.

TESTIMONY

“It is something I am very interested in as this is a real problem on site”

- **Amanda Bagshaw, Murphy**

“Thank you very much, these packs are definitely useful. I am glad this initiative is being done”

- **Sinduri Sathiyamohan, Murphy**

KEY CHALLENGES

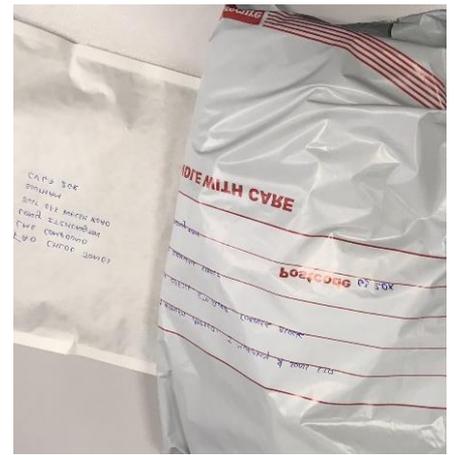
Some construction sites are situated within towns and cities, where local amenities supply everything from food to sanitary products. Other projects are located a little further afield, and thus, render it difficult to procure common products.

Women who experience their menstrual cycle unexpectedly can be caught short of sanitary products. This can cause discomfort, stress and worry; especially working in a male dominated work place.

This is a problem many women face on a regular basis - when planning journeys, working on site with no toilet facilities and occasionally putting professional duties in front of personal health and hygiene. This is uncomfortable, embarrassing and can lead to feelings of unhappiness.

The challenge is to progress the industry to a stage where no woman needs to face this problem. Period poverty is a real thing which companies like Always and Tampax are trying to combat. This pack will help women within the construction industry as well.

Pack contents



SOLUTION / INNOVATION

The solution has been to create and trial “Women’s Convenience Packs” (WCP’s). This pack consists of a sanitary towel, tampons, tissues and hand sanitiser. It includes everything a woman requires to deal with emergencies and carry on working, feeling secure and in control of her situation. The WCP is unique because it is the first product of its kind within the construction industry to make essential items into a “pack” instead of supplying items in one location.

With the help of [Arco](#), 100 WCP’s were created and distributed to over 37 Murphy construction sites in the UK and Ireland. During the trial, the recipients have been encouraged to send in their feedback about the pack and its contents to help develop the products and packaging of this solution.

KEY BENEFITS

- Women feel supported and at ease in case they experience a mishap
- Promotes and provides an inclusive culture within the business
- Bridges the gap of period poverty on construction sites across the UK and Ireland
- Contributes to increased morale and productivity within the female population, leading to a higher retention rate of female staff within the business
- Drives an open culture and starts the conversations for the male population to accommodate female clients, stakeholders and staff members on site.
- Shapes the industry to become aware of female needs and requirements within the construction realm, helping women feel more open to working for a construction firm.
- This pack has the potential to help bring construction companies, suppliers and stakeholders together to understand the wants and needs within the construction industry.

COSTS / SAVINGS / ROI

The current cost of the pack is £1.60. This product has significant potential to help increase the female population within the industry, retain expert knowledge within the industry, and promote an inclusive culture within construction.

Whilst the WCP’s do not provide a direct return on investment, it delivers substantial impacts on the culture, attitude and inclusion of the construction industry.

This product is a brilliant way to start the conversation on female needs at work and comprehensive understanding of the female perception of the construction industry to help bridge the gender pay gap, increase the number of female working in the industry and challenge stereotypes.

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Experts in Safety



Helayna Wade

IDEA ORIGINATOR

Helayna Wade is a Geotechnical Engineer who has worked within the Construction for the last 5 years. Helayna has worked across the UK as a Site Agent, championing the perception of women working within the industry.

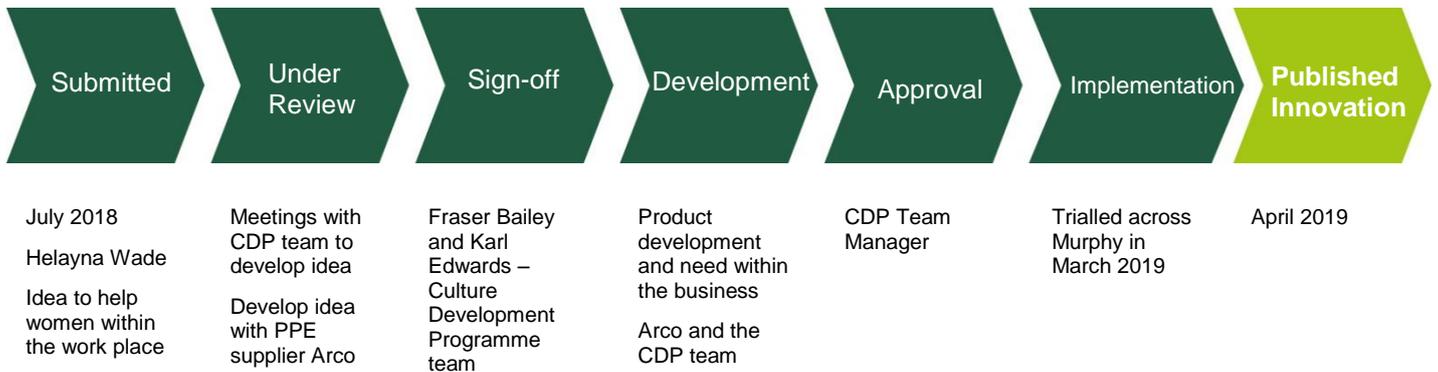
Helayna is passionate about people and spreading the message of equality and inclusion. Helayna's personal experiences have enabled her to make an important but simple product which has the potential to break taboos and challenge how the industry reacts to females working within it.

CHAMPIONS

This product is being championed by all of the site candidates who wanted to be part of this trial. This is being backed by directors of the business and the company's ethos of creating a balanced approach to diversity and equality.

A number of packs have been sent to the High Speed 2 (HS2) project. These have been passed onto third party contractors, which have a high percentage of women in their workforce. The contractors and women using these packs are extremely excited about this product. This product is currently being showcased around other contractors on HS2 to help the project become the first of its kind across the UK assisting women working on site.

INNOVATION JOURNEY



FEEDBACK

Feedback so far includes comments such as:

- Top idea, thank you #MoretoMurphy.
- I think this is a great idea. Well done! It's really exciting to see ideas like this getting the exposure they deserve (even though it's long overdue and you've no doubt faced some challenges to get there!)
- This is a great Idea, and I am so pleased it has been implemented.
- We received the packs, thank you so much for putting this out there.

FUTURE OPPORTUNITY

The women's convenience packs cost £1.60, which are made by Arco. This is a small price to pay for the benefits that are gained from this work. This pack is the catalyst to generate conversations in the construction industry and gain a better understanding from a woman's perspective on hygiene conditions, maternity polices, respect and language used in the workplace. This is an important precursor to future work that promotes and embeds equality, diversity and inclusion throughout the industry.

The feedback gathered from the sites will be collated and benchmarked, pulling out direct information about the products and how it can be improved to help all women. This feedback will directly address the current culture within the construction industry and provide an opportunity to remove blockers and replicate examples of best practise.

Murphy are continually improving this product and will revise both contents and distribution methodology to ensure the end user remains at the centre of the concept, and that it is delivered efficiently and sustainably.

