

## Mission vision and goals

**Sex Matters promotes clarity about sex in law, policy and language in order to protect everybody's rights.**

**We believe that sex matters in law and in life, and it shouldn't take courage to say so.**

## WHAT PROBLEMS DO WE ADDRESS?

**It has become dangerous to speak the truth:** that sex matters. People face harassment and discrimination for stating clear facts.

**Laws that relate to sex are unclear or misinterpreted.** Activists are trying to make laws and policies less clear about sex.

**Organisations**, from schools and universities to public services, from regulators to private businesses, **have replaced sex with "gender identity"**. This undermines everyone's human rights, including freedom of speech and belief, and freedom from discrimination, harassment and humiliation.

**Being able to talk clearly about sex is crucial** if you want to provide services and sports that protect everyone and cater for different needs, including safety, privacy and dignity.

**Organisations are losing sight of their mission** and values in trying to appease the demands of gender ideology.

## OUR MISSION

**Sex Matters is a human-rights organisation that educates and empowers people to:**

**01** Ensure that laws and policies are clear about sex.

**02** Understand and use the law to protect everyone's rights.

**03** Speak up and use clear language about the sexes.

## HOW DO WE DO IT?

- **We inform public debate by undertaking research and analysis.**
- **We listen, collect stories and experiences** and turn them into usable evidence.
- **We make practical legislative and policy proposals** and seek to influence policy-makers.
- **We educate people and organisations** about human rights and the law in relation to sex, and help people use the law to protect their human rights.
- **We enable people to take action** in their community and in relation to organisations they can influence, from schools and swimming pools to employers and Parliament.
- **We shine a light on problems** within institutions and help them find their way back to the law.

## WHY SUPPORT US?

**We are pragmatic and non-partisan**

**We are professional and effective**

**We are for women and men**

**We are based on a human-rights framework**

**We make things clear and simple**

**We know the law**

## OUR VISION

**It is easy and safe to speak about biology**

The ordinary truth about the two sexes can be expressed without confusion or stigma.

Law and policy are clear about the sexes.

Protection against sex discrimination is understood as important.

**Freedom is respected**

Belief in gender identity is accommodated like any other belief in a secular, multi-cultural society.

People with gender identity know they can express them but cannot impose them on others.

**Children are protected**

Children are supported to be happy and confident in their bodies.

No child or teenager believes they need to modify their body to match their gender non-conformity.

## OUR 2022–25 GOALS

### The Equality Act

**The Equality Act is the bedrock of protection against discrimination in the UK. It forbids discrimination on the basis of sex, gender reassignment, belief and other protected characteristics, in education, employment and service provision. But it is often misunderstood, and sometimes misused.**

- We are petitioning the government to amend the Equality Act to make clear that "sex" means biological sex.
- We will continue to produce materials that promote understanding of the Equality Act.
- We will work to challenge official guidance and policies that misinterpret the Equality Act, including the Equal Treatment Bench Book used by judges.



### Schools

**Schools are a microcosm of society, and they shape the next generation. Yet many schools promote the idea that children can be "born in the wrong body". Schools are socially transitioning children, sometimes without parents' knowledge, and are pressuring children, particularly girls, to regard setting boundaries as bigotry.**

- We have developed guidance for schools in England with Transgender Trend and are working on editions for Wales and Scotland.
- Our guidance has influenced government policy, and we will continue to encourage the Department for Education, and the governments of Scotland, Wales and Northern Ireland, to issue guidance to schools that is in line with the Equality Act.
- We are working to support parents in challenging school policies and Relationships and Sex Education that promote gender ideology.



### Single-sex services

**The Equality Act allows service providers to offer single-sex services, from toilets, showers and changing rooms to specialist services such as rape-crisis centres and women's refuges. It also allows for single-sex associations and sports. Access to single-sex services is essential for the inclusion of women in public life. But organisations have become afraid to apply this law.**

- We undertook a survey on single-sex services, launching our findings in the House of Lords. We will continue to use the information collected to promote the need for clear single-sex services in different sectors and settings.
- We have produced guidance for the women's sector and will produce guidance in key areas such as toilets and leisure facilities.
- We are calling on the EHRC to update its Statutory Codes of Practice to bring them in line with the law and make them much clearer.

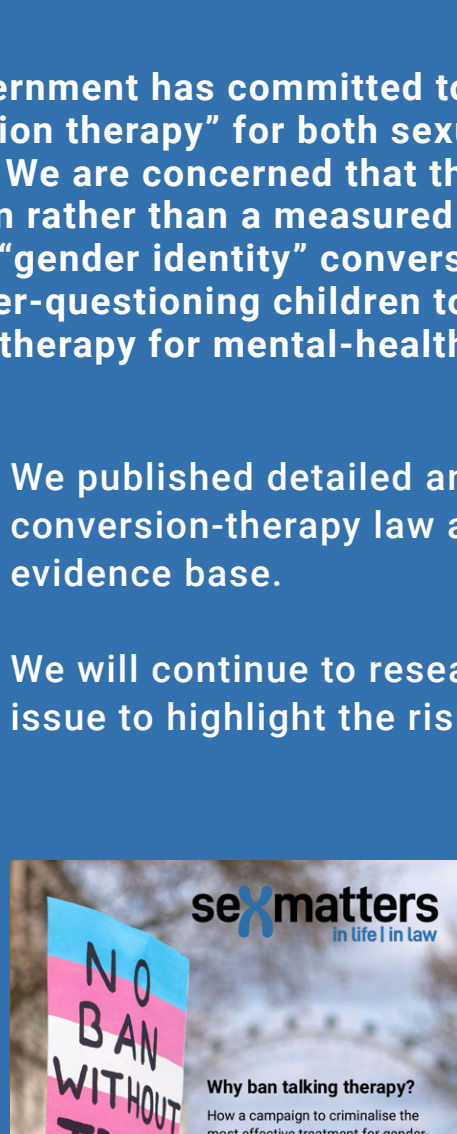




## Gender-critical at work

The Employment Tribunal judgments in the cases of Maya Forstater and Allison Bailey provided a precedent that people who express ordinary beliefs about sex and gender are protected against discrimination and harassment at work. This message needs to get through to employers, professional associations and trade unions.

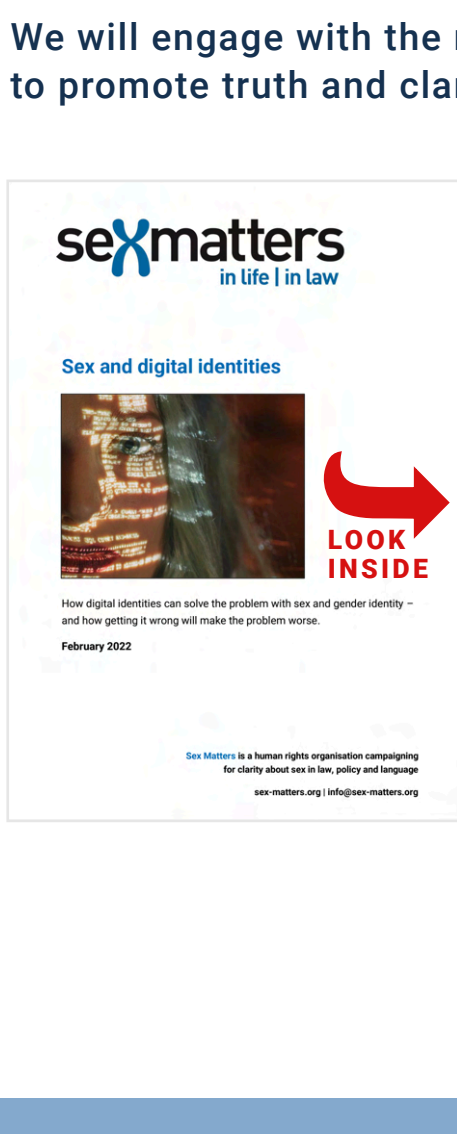
- We have published guidance on gender-critical rights at work. We will write to employers about the recent cases and about the law, produce further guidance and engage with employers and investors.
- We are undertaking a freedom-of-information campaign on public-sector employers' policies and involvement in the Stonewall Equality Index scheme.
- We will continue to press for employers to review their policies, focusing on key sectors such as the NHS.
- We are planning a survey on gender-critical discrimination at work, to collate the evidence on the scale and impact of the problem.
- We will provide regular updates on cases relating to sex, gender reassignment and gender-critical beliefs.
- We will publish answers to frequently asked questions to support people at work.



## Conversion therapy

The Government has committed to developing legislation to ban “conversion therapy” for both sexual orientation and gender identity. We are concerned that this is the result of a targeted campaign rather than a measured response to a real problem. Banning “gender identity” conversion therapy will make it harder for gender-questioning children to receive evidence-based, non-invasive therapy for mental-health issues.

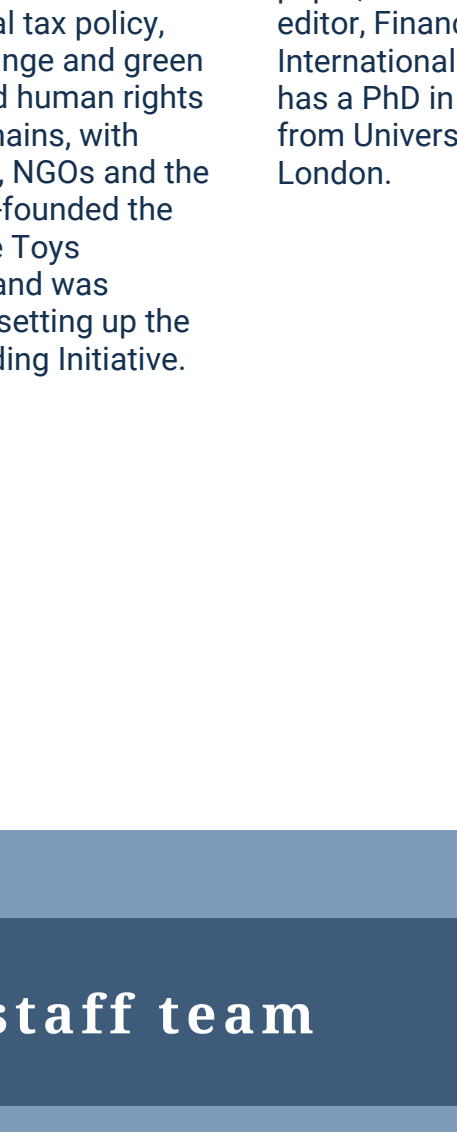
- We published detailed analysis of the campaign for the conversion-therapy law and the government’s flawed evidence base.
- We will continue to research and campaign on this issue to highlight the risks of poor legislation.



## Data privacy and regulation

Many of the problems around sex and gender identity in society stem from a lack of clarity around data, information and privacy. Whenever sex is recorded in official documents or databases, or in legal or journalistic reporting, it should be accurate. At the same time, people have a right to keep their personal details private in situations where no-one needs to know them.

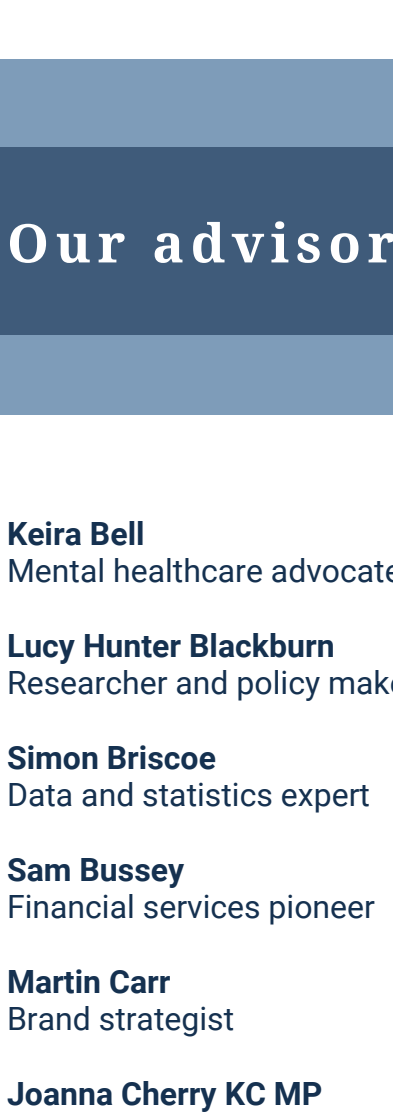
- We will promote clarity and suggest solutions for recording sex in data systems and standards such as equality monitoring.
- We will engage with the government on the development of digital data standards. Digital identity systems are taking over from analogue documents and paper records and it is essential to ensure clarity in these systems from the start.
- We will engage with the media and media regulators to promote truth and clarity in reporting on sex.



## WHO ARE WE?

### Our senior leadership team

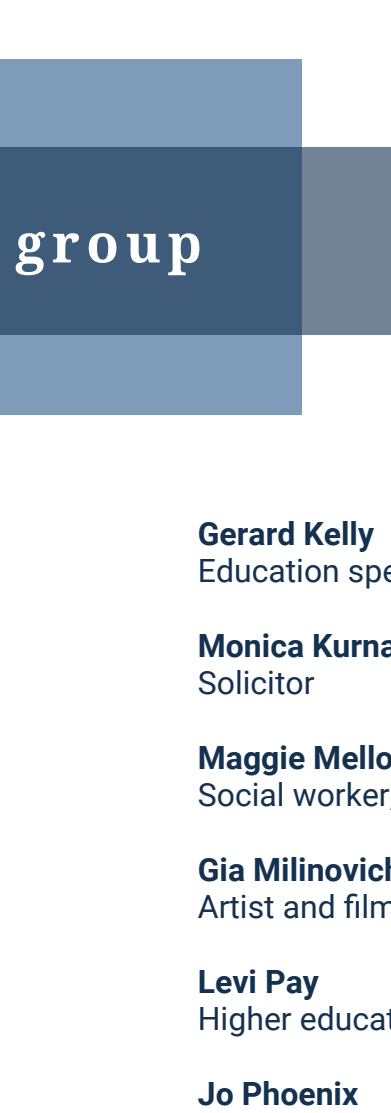
**Maya Forstater**  
Executive Director



Maya Forstater came into the gender debate as the claimant in an employment tribunal test case on belief discrimination, when she lost her job as a researcher at the Center for Global Development after tweeting and writing about sex and gender. Her case established that ordinary beliefs about the two sexes are covered by the protected characteristic of belief in the Equality Act 2010.

Before co-founding Sex Matters she had 20 years' experience as a researcher and consultant, working for think tanks and in multi-sector collaborations on business and sustainable development. Areas she has worked in include international tax policy, climate change and green finance, and human rights in supply chains, with businesses, NGOs and the UN. She co-founded the Let Toys Be Toys Campaign and was involved in setting up the Ethical Trading Initiative.

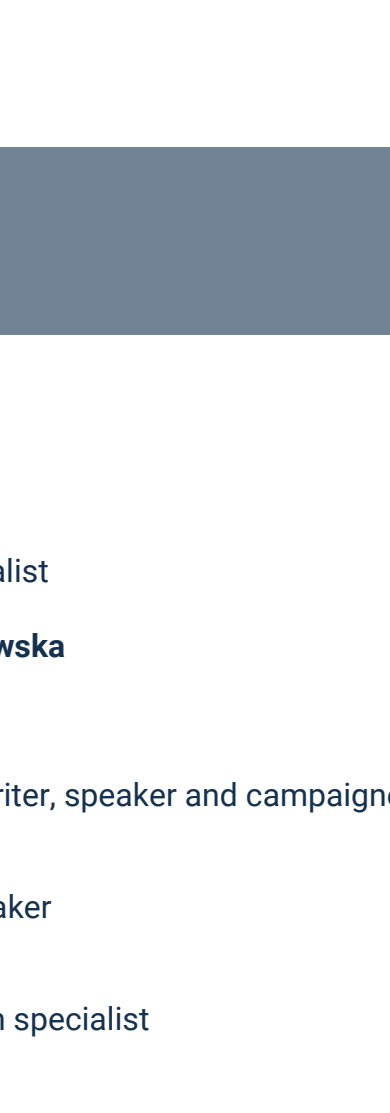
**Helen Joyce**  
Director of Advocacy



Helen Joyce is the author of *Trans: When Ideology Meets Reality*, which was named as one of the books of the year in 2021 by the *Observer*, *Spectator* and *Times*. It analyses the recent trend towards sidelining biological sex in favour of self-declared “gender identity”. The *Sunday Times* praised it as a “searing and at times devastating analysis”, and the *New York Times* as an “intelligent, thorough rejoinder to an idea that has swept across much of the liberal world seemingly overnight”.

She became a staff journalist at *The Economist* in 2005 and held several senior positions on the paper, including Britain editor, Finance editor and International editor. She has a PhD in mathematics from University College London.

**Naomi Cunningham**  
Chair of the Board



Naomi Cunningham is a barrister at Outer Temple Chambers, specialising in employment and discrimination law. She has given evidence to the Women and Equalities Select Committee and the Equalities, Human Rights and Civil Justice Committee of the Scottish Parliament. Her public-law work in the area includes Fair Play For Women's judicial review of official guidance on the sex question in the Census, the challenge to the refusal of the law at the *Legal Feminist*. She was named by *The Lawyer* as one of their “Hot 100” for 2022.

She is instructed in a challenge to the refusal by the Brighton Survivors' Network to provide single-sex group counselling, and a claim against a university for discrimination on grounds of “gender-critical” belief.

Naomi blogs regularly on the law at the *Legal Feminist*. She was named by *The Lawyer* as one of their “Hot 100” for 2022.

### Our staff team

Emma Moore & Halo Garrity – Administration  
Beck Laxton – Publications  
Jack Appleby – Web Design  
Gemma Winborn-Pearnt – Marketing  
Jemma Winborn – Supporter packages  
Lydia Morris-Jones – Fundraising

### Our board



**Naomi Cunningham**  
Chair

Barrister  
Outer Temple Chambers



**Julia Casimo**  
Treasurer

Chartered Accountant



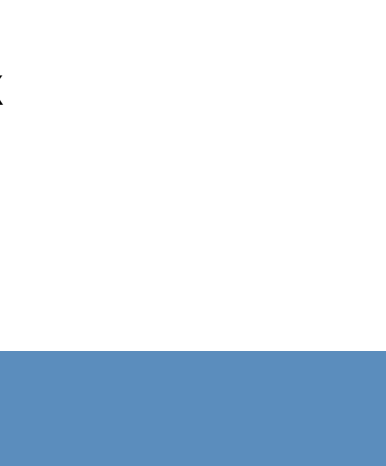
**Rebecca Bull**

Solicitor



**Dr Emma Hilton**

Developmental Biologist,  
Manchester University



**Dr Michael Biggs**

Associate Professor of  
Sociology, Oxford  
University



**Maya Forstater**

Executive Director

## GET INVOLVED

### Become a supporter

Sex Matters is building an organisation to bring clarity back to policy, law and language, and undo the damage caused by the culture of “no debate” about sex and gender.

Join our mailing list to receive news of our resources and ideas for action. Become a regular supporter and help us build the organisation. Receive a Sex Matters bag or mug to help kickstart conversations.



[sex-matters.org/donate](https://sex-matters.org/donate)



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