



New Voice
New Vision

VOTE LINDSAY DE SAUSMAREZ

ST. ANDREW'S & ST. MARTIN'S

Proposed by **Paul Luxon** Seconded by **Anne Sandwith**

I am...

A good **communicator**

A problem **solver**

A forward **planner**

An independent **thinker**

Well **informed**

Hard **working**

Creative

Committed

... and I get things done!



My full name is Helen Lindsay de Sausmarez, but I'm commonly known as Lindsay. I lived in St. Andrew's for eight years before moving back to St. Martin's a couple of years ago, so I'm delighted to be standing for election as People's Deputy for the South East, a district that encompasses the two parishes I know and love best.

My education, to postgraduate degree level, spanned several different countries. Lifelong learning is important to me so I continue to study – most recently completing a course on the local economy.

Professionally, I'm a media producer – a role that's all about communication. For the past ten years I've worked at Specsavers, producing everything from TV and radio adverts to digital online content to corporate and charity videos. Being a producer means balancing creativity with pragmatism and, above all else, getting the job done – on time and on budget.

I've always been very involved in the community through local initiatives, setting up the St. Martin's Primary School Cycle Train, for example, which gives children the opportunity to ride to school accompanied by adult volunteers. I currently sit on the St. Martin's Parish School(s) Committee. One of the things I love most about Guernsey is the strength and breadth of our 'third sector': I've been involved with many community groups and charities over the years in a volunteering, fundraising and co-ordinating capacity.

I'm also proud of our sporting heritage and am honoured to have represented the island as a touch rugby player and referee since 2005.

I grew up between Guernsey, the UK and South East Asia; I also worked in Australia for five years, returning to the island in 2004. My husband Rollo and I have three young children: Tom, Zara and Theo. As a full-time working parent I understand the competing pressures of modern Guernsey life. I want to make our island an even better place to live for all generations.

"I have a detailed knowledge of local politics, many relevant professional skills and a strong commitment to this community."

I'd bring integrity, intelligence and independent thinking to the role of deputy, and an ability to make well-informed decisions that will give Guernsey the best chance of a bright future.

This manifesto gives you a necessarily brief idea of what I stand for. You can find more details on my website, but I hope to meet as many of you as possible in person to answer your questions and listen to your opinions. Please don't hesitate to get in touch if there's anything you'd like to discuss, or if you'd just like to meet for a chat!

Contact tel: **07781 431 705**
Contact email: **hello@lindsay.gg**
Website: **www.lindsay.gg**

I stand for...

Effective **communication**

Well-informed decisions

Joined up **thinking**

Prudent use of resources

Creative **solutions**

Sustainable policies

Broader **opportunities**

A more **inclusive** society

... to make Guernsey's future brighter.



In many key areas we cannot continue to do things the way we always have: our health and social care system has to change if it is to cope with our ageing population, for example, and we must restructure our public finances if we're to balance the books in the long term to provide for a robust and stable economy.

We need people in government who not only understand where we've come from but – crucially – who can understand the possibilities for the future. We need imagination, innovation and intelligence in the States if we're to recognise and realise the opportunities ahead, without losing sight of what's worked well for us in the past.

The definition of politics is "of, for and relating to citizens", and this is what motivates me to stand for the role of People's Deputy. If elected, I will put people at the heart of each and every carefully considered decision. I will strive for efficiency and value for money – but not at the expense of quality of life or social cohesion. Our community is our island's core strength and I'm prepared to work tirelessly to achieve the very best for every generation – and future generations – in Guernsey.



"Our island needs elected representatives who are competent, capable, compassionate and resolute. Lindsay delivers all these attributes, and even more importantly she cares, and will work tirelessly for the South East and our island."

Paul Luxon



"I believe that Lindsay is completely committed to representing our community and will be a great asset to the States of Guernsey."

Anne Sandwith



"I believe that if Guernsey is to have a sustainable future we need more people with Lindsay's drive, enthusiasm and ability to get the right things done for the right reasons."

Alasdair McLaren

Website: www.lindsay.gg

Contact email: hello@lindsay.gg

Contact tel: **07781 431 705**

My thanks to my proposer, seconder and many others that encouraged me to stand.

I'd also like to thank my wonderful friend James Colmer for his design expertise and Colour Monster for the printing.

THE BIG ISSUES

ECONOMY

- Broaden commercial diversity
- Support and facilitate innovation
- Encourage and nurture home-grown talent

With so many eggs in the finance sector basket, we need to diversify our commercial interests by anticipating, encouraging and supporting new high value, low footprint industries. These include the digital sector, the creative industries and cultural tourism. The States can facilitate innovation, for example by extending fibre optic broadband, and can place greater emphasis on training and upskilling all age groups, enabling our own people to drive the island's ambitions forward.

EDUCATION

- Bring the lowest standards up, not vice versa
- Promote equal educational opportunities
- Recognise the community value of schools

The political system itself has failed our children recently, with uncertainty continuing while we wait for yet another States report detailing yet another set of options. It's clear that our schools serve many of our children very well, and I understand the concern that any change will result in a fall in educational standards. It is also clear, however, that our schools do not yet provide equal opportunities for all children to achieve their potential. We should strive for an improvement in both academic and social outcomes, with an education system that is fair for all our students across the full range of their abilities and interests.

HEALTH

- Place more emphasis on preventing ill health
- Improve community health services
- Reduce the cost of visiting a GP

Although our standard of healthcare is comparatively good, our current model is financially unsustainable. A more integrated, community-based approach that helps people stay healthier for longer makes economic and social sense. We must make it easier for people to access primary healthcare (GPs) and to receive help before they need expensive hospital treatment. We can also do far more to teach our children healthy habits from a young age and provide better support and training for local health and social care workers.

POPULATION

- Balance our workforce for ongoing stability
- Support young locals to return to the island
- Support the older generation to thrive

Ultimately, we live on a finite 24 square miles of land surrounded by the sea, so a policy of growing our population ad infinitum is simply unsustainable. The really important figure, though, is the proportion of working people to retirees, which is creating the demographic timebomb on the near horizon. Having lived in Australia, I believe a similar points based work permit system could allow Guernsey to be more agile in attracting the key skills we need for a carefully balanced workforce that can support our ageing population.

ENVIRONMENT

- Champion renewable energy and microgeneration
- Promote energy- and waste-saving measures
- Boost biodiversity and local food production

Climate change is now recognised as a pressing international problem and Guernsey is particularly vulnerable to risks such as flooding and storm damage. On the bright side, we are also well placed to take advantage of renewable energy. The States can do far more to help individual households save energy and minimise waste. Guernsey can and should take a stronger lead on environmental sustainability: the long-term advantages are clear, whilst in the shorter term we will all benefit from lower energy bills, cleaner air and water and fewer waste-related problems.

COMMUNICATION

- Better channels for information and feedback
- Identify and include the marginalised
- Improve communication with other jurisdictions

How many times have we seen the States go out to consultation, earnestly try to engage the public through mainstream and social media, questionnaires and public meetings, work on a strategy for months and then publish it to widespread outrage from people who feel they haven't been consulted? Our current communication systems are not working. We need to find the right ways of reaching people at the right time with relevant information, and we need to be proactive in seeking out those whose voices are harder to hear, not just those who shout loudest.

For more on these and other issues visit www.lindsay.gg

