

# Sofi Noakes



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## Empathy & The Need for Change



Our island has experienced huge changes, and I have experienced firsthand how large parts of the community have been negatively affected.

High rents have caused homelessness, the inability to innovate or start businesses, purchase housing, or support the economy by spending money in local businesses.

Inefficient government processes can cause bottlenecks, leading to frustration for those in the most need as well as feelings of distrust, political disassociation and voter apathy.

Now more than ever, we need a States which is empathetic and progressive, with deputies who work together to solve our problems in the best interests of all islanders.

## About Me

My name is Sofi Noakes, I'm 36 and I want to make the world better for the people around me. I have been a hospitality professional most of my adult life spanning 16 years, 9 of which have been spent in Guernsey.

I have worked in a number of local establishments (Duke of Richmond, Octopus, and the Bella Luce) and as a board member of a local charity that delivered aid to Ukraine following the Russian invasion.

I own a small cafe in the Commercial Arcade called 'The Bean Jar' - a place which serves a purpose beyond coffee and cake, a community hub where all are welcome. Through this I have made many connections with community, and it is the stories of problems they are facing that have motivated me to stand.

## Why me?

Without significant prompting, my inner circle have described me as a hardworking and relentless person with a warm heart, all of which are traits I believe are necessary to be a good deputy.

The through-line of my career has been forming deep connections with others and ensuring that great things are achieved by working as a team, whatever my role within it. The previous States has struggled to work across its political divides, and I believe that I would be well-equipped to avoid that trap should I be elected.

This has driven home to me that one approach does not fit all circumstances or people. Some need a firm approach and a thick skin, others benefit from more flexibility and a kind word.

I am confident that I can put these skills to good use as a People's Deputy, listening to and working with other deputies to find practical solutions to the difficulties facing our island. We all want what is best for Guernsey and we don't need to agree on everything in order to work together.

## Forward Guernsey the change we want to see



### So why a party? And Why Forward Guernsey?

I believe in the vision of building a better future for all Guernsey residents and that it is achievable through our six key areas. As a party with a medley of experiences, personalities, and values, we will be able to work together closely to incubate ideas and bring more fully-formed proposals to the States than if we stood as individuals.

I appreciate that there is no history of effective political parties in Guernsey, however, I believe that that there is strength in numbers and that a diversity of experiences and thought processes will lead to a more effective government. It will enable us to look at complex solutions from different perspectives, coming up with innovative solutions to entrenched problems.

## My Promise

This island is my home; I have found love, friendship, and purpose here. Without these connections life means little. I have watched almost all of my closest friends and family experience a variety of hardships and despite the best of efforts and through no fault of their own, none have found way out.

People need homes, support, to be represented and for their government to actually care about the wider impact of their decisions, what they are doing when they make long lasting commitments which affect their lives.

This is why I chose to stand - for those who cannot do so and for those of you do not feel heard.

If elected, I promise to listen to all stakeholders and work diligently to find solutions that are in the best interest of all islanders.

**It is now our responsibility to make  
BOLD, STRONG & HONOURABLE decisions.**

## My personal areas of interest are:

- ➡ **Housing:** secure, affordable housing is a necessity, it should not be a privilege!
- ➡ **Mental Health Care:** especially for men, which is often trivialised or outright ignored.
- ➡ **LGBTQ+ Rights:** discrimination must have no place on our island.
- ➡ **Growth of the Tourism Sector:** strengthens the local economy.
- ➡ **Hospitality Regulation/Worker Rights:** workers are often afraid to speak up.

💬 **“Making bright and bold decisions for the betterment of the community and island at large”**



# FORWARD GUERNSEY



ALL FORWARD GUERNSEY CANDIDATES ARE SUPPORTING THE MANIFESTO

**‘OUR PLAN FOR GUERNSEY: 2025-29 AND BEYOND.’**

THIS IS THE MOST AMBITIOUS VISION AND DETAILED MANIFESTO EVER PREPARED AHEAD OF AN ELECTION IN GUERNSEY.



## TACKLING THE HOUSING CRISIS

- An ‘Additional Earned Allowance’ for all over 16 year-olds on the first £100,000 of their taxable earnings before the age of 30, saving up to £20,000 in tax to go towards a house deposit or eligible pension scheme.
- Empowering developers to build more affordable houses for first-time buyers by creating a new ‘intermediate’ category of affordable housing (by using planning covenants to lock-in a 30% discount on market value).
- Increasing the capacity of the building sector by growing our own local talent, for example by pioneering the ‘Design, Engineer, Construct’ pathway in local secondary schools, enabling young people to enter the construction industry.
- Ending homelessness by providing emergency housing and creating clear pathways out of homelessness.



## STRENGTHENING GUERNSEY’S ECONOMY FOR EVERYONE

- Investing to ensure reliable and affordable inter-island and UK sea and air connectivity.
- Enabling islanders returning to Guernsey to work in public services with a ‘Welcome Home’ relocation package equal to that for non-locals.
- Allowing private investment and expertise in public infrastructure projects, such as the Guernsey Development Agency’s plans for the redevelopment of the St Sampson’s Harbour area, delivering these projects faster and more cost-effectively.



## HARNESSING OUR CLIMATE TRANSITION

- Accelerating the completion of an offshore wind farm, that will also generate new revenues, improve energy security, create high paying jobs and deliver cheaper energy.
- Investment in green skills and training to ensure that the whole community benefits from a net zero future.
- Using natural solutions like coastal defences and flood protection to mitigate the impact of climate change on the island.

PLEASE VOTE FOR ALL FORWARD GUERNSEY CANDIDATES, WHO WILL BE IDENTIFIED ON THE BALLOT PAPER WITH THIS SYMBOL:



## CREATING A FAIRER TAX SYSTEM & BALANCING THE BOOKS - IN 6 STEPS

- STEP 1. **Strengthening Guernsey’s economy for everyone** (see previous page).
- STEP 2. **Delivering more efficient public services**, including an annual 1% reduction in baseline spending, saving £25 million each year by 2029.
- STEP 3. **Sensible and sustainable public investment** by reviewing the capital programme (within 3 months) to prioritise it, so that cashflow, funding requirements and timeframes can be properly managed.
- STEP 4. **Fixing our broken tax administration**, including removing the requirement to file income tax returns for the majority of taxpayers whose earnings have already been taxed at source.
- STEP 5. **Improving corporate taxes**, including working with Jersey to increase the zero/ten rate of tax to zero/fifteen and fairly taxing personal investment holding companies.
- STEP 6. Wholesale tax reform to **create a fairer tax system for low and middle earners**, (including the Additional Earned Allowance and a Guernsey Property Savings Account).



## HEALTHCARE: FASTER ACCESS, FEWER BARRIERS

- Making mental health a priority by appointing a political lead as Mental Health Champion to work across government and with the charity sector.
- Focusing on key issues that matter to the community, such as the cost and accessibility of repeat prescriptions for long-term health conditions.
- Focus on retaining local staff by ensuring they feel appreciated, supported, and properly remunerated.



## EDUCATION AND SKILLS FOR ALL ISLANDERS

- Fast-tracking the primary review to **improve standards, ease teacher workloads, and streamline the system**. This will also free up funds to invest in other priorities such as special educational needs and improving maths outcomes.
- As new technologies, such as AI, change our world, **we need a responsive education system that enables everyone to continue learning** by introducing opportunities to help adults upskill. While also ensuring our Population Management policy is linked to remaining skills gaps.
- Investing in pastoral staff to provide prompt support to students when needed, enabling teachers to teach and benefitting all students.

- A suite of policies built by locals. We recognise that policy is more important than personality and that we can be more effective working as a team than on our own. FOR THE FULL MANIFESTO VISIT: [www.forwardguernsey.org](http://www.forwardguernsey.org)