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Fairness Sustainability Pragmatism

I'm Tom Moore, 39 years old, Guernsey-born with deep family roots on both sides going back generations, spent all my life living in Guernsey except for three years studying Computer Technology at the University of Portsmouth.

I attended two different primary schools and the Grammar School. I grew up in four different parishes due to complex family circumstances before moving to St. Peter Port in 2011. I have worked in several sectors including food retail, charity retail, finance, aviation and ferries.

I have also done work for various local charities and spent three years on St Peter Port's Douzaine. I believe that this mix has allowed me to meet people from all walks of life and given me a feel for their plights.

Guernsey is not currently sustainable or fair. We need to fix that, together.

Tax Reform

We will run out of reserves by 2032 (according to data provided by public servants) unless we broaden our tax base or cut public spending and/or raise existing taxes to uncomfortable, self-defeating levels. The GST+ package isn't meant to make life harder for ordinary people but though grounded in research, the outcomes remain projections, not guarantees. I do believe we need to restructure our tax in such a way that is fair and doesn't risk driving out the most mobile contributors to our tax base. This could include a luxury goods tax, modest corporation tax (which over 60% of businesses who responded to the G8 survey support) and doubling the income tax cap. I would push the House to consider these options before resorting to revisiting the GST+ package.

Economy, Social Fairness & Sustainability

I believe we need to diversify our industry, produce and export our own energy, offer interest-free loans to households seeking greater self-sufficiency and lower running costs, put parental leave into law, further subsidise childcare and offer pooled, government-backed savings schemes for those in social housing, first-time buyers and those provisioning for their long-term care. I also believe there is more we can do to support our charity and hospitality sectors.

Deputy Commitment & Accountability

I also believe that States members should be dedicated to their role as Deputy. If the headcount of deputies were ever to be reduced to below 38, you will really notice who is pulling their weight and who isn't. Voters deserve deputies who treat the role as a serious, full-time commitment. I also believe attendance in committee and assembly meetings needs to be tracked and published in the Guernsey Press and the States' official digital channels.

Government Functions

There are efficiencies to be made by commercialising some States departments that are too top-heavy and lack frontline delivery. This would be great for States Works. Some commercialisation-privatisation hybrid model would work for STSB. I am completely against full privatisation, however.

Closing

These are all positions and ideas, not promises. The only promises I make, if elected, are to 1) work towards these aims; 2) work collaboratively with other States members for the common good of the island and 3) if the role of Disability Champion is reinstated, I will stand for it.

I now invite you to read the social media slide(s) below most relevant to you (taxation, housing, interest-free loans for home improvements, family, energy & economy, healthcare, education, guest workers, governmental restructuring, social policy, collaboration). You can also visit my website, email me or follow me on social media.

Taxation

If we don't reform how the States raises revenue,
vital services stay underfunded:

- Housing
- Schools & the hospital
- Elderly care
- State pensions
- Roads & buses
- Aurigny & the dairy
- The Eastern Seaboard
- street policing

My ideas:

Compromise

- Modest corporation tax
- Higher TRP for top band homes
- Double the income tax cap
- Stamp duty doubled over £2m
- Luxury goods tax
- Hospitality levy

Goes towards funding

- making Education sustainable and fit for purpose
- Elderly care
- First £20k of income tax-free
- No stamp duty for first-time buyers
- building more cheap homes
- the hospitality sector

This doesn't cover everything and it's not meant to. Others standing have good ideas too.

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Housing

Young islanders, guest workers and employers are all saying the same thing — we need more housing. Urgently.

Without more homes:

- Young people leave
- Not enough guest workers arrive
- Key sectors stall
- Employers relocate

MY PLAN:

- Negotiate hard with local builders
- Allow contracting to construction firms based outside Guernsey
- Allow temporary “construction village” housing
- Remove roadblocks for developers building homes the island needs

FOR YOUNG & LOW-INCOME ISLANDERS:

- Government-backed savings scheme for first-time buyers and those in social housing
- Term limits on social housing to free up homes

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Cutting Bills, Greening Homes

The cost of living is strangling progress, especially for renters and young families.

Energy bills are too high.

Our housing stock is inefficient.

And many feel they can't afford the future.

My proposal: interest-free loans for home improvements:

- Roof-mounted solar panels and loft batteries
- Insulation and window upgrades
- Air-source and ground-source heat pumps

This cuts bills, boosts property value and helps the planet. This would also involve scrapping the need for planning permission for these in most cases.

How can we fund this?

We could explore a future bedroom levy on large homes left underused, but only once enough smaller, affordable homes have been built and people have viable downsizing options.

The goal isn't punishment — it's a fairer, smarter system that makes better use of what we've got while investing in where we need to go.

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Family Policy – Time for a Fairer, Smarter System

Childcare and parental care in Guernsey are expensive and rigid. They punish working families (especially mums) and make caring for our parents costly prohibitive for many families. Parental leave is at the mercy of the employer. All this holds back our economy.

Here's what I propose:

- More childcare subsidies for working parents
- Scrap the flat child allowance and replace it with tax breaks for those working
- Open up unused school spaces for preschool & afterschool care
- Parental leave reform: 6 months from birth, then flexible shared leave
- Adoption parity: equal rights for adoptive and biological parents
- Make Guardianship more accessible
- Provide means-tested grants for will execution costs

This isn't just family policy. It's economic policy.

Helping parents work keeps people here, narrows the gender pay gap, and supports our future taxpayers.

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Energy & Economic Security

– Time to Take Control

Guernsey imports over 90% of its electricity via undersea cables from France, primarily through the Channel Islands Electricity Grid (CIEG). While this setup provides low-carbon energy, it leaves us vulnerable. When these cables fail or during peak demand, we rely on on-island diesel generators, which are costly (£1 million per month to run!) and environmentally unfriendly.

We must invest now in:

- Offshore wind
- Green hydrogen
- Tidal energy (starting with pilot projects)
- Smarter homes and electrified transport

As vehicle manufacturers explore hydrogen-powered engines as alternatives to electric vehicles, it's crucial to consider infrastructure that supports diverse, clean energy transportation options. This approach addresses environmental concerns associated with rare earth metal extraction for batteries and the challenges of charging accessibility.

We also need a more resilient economy, powered by clean energy, to support:

- Software and AI development
- Marine and climate engineering
- Energy storage and skilled green trades

This isn't just about achieving net-zero emissions. It's about sovereignty, security and stability.

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Healthcare: Building a Sustainable Future

Clever, cost-effective policies across housing, taxation and cost of living are essential to attract and retain healthcare professionals.

- **Expand On-Island Treatment Capabilities:** Regularly review and update the range of treatments offered locally to meet the evolving needs of our population, reducing reliance on off-island referrals.
- **Modernise Health Information Systems:** Accelerate the integration of digital health records across GP surgeries, the Medical Specialist Group, hospital departments and relevant government agencies to ensure seamless patient care.
- **Prepare for Long-Term Care Demands:** Accelerating and expanding SLAWS, ensuring both capacity and quality of care for when it's needed.
- **Promote Health Insurance Among the Young:** Encourage the adoption of private and corporate health insurance among younger islanders to foster a culture of proactive health management.
- **Evolve the Universal Offer:** Transition the current universal health service provision to a means-tested model to allocate resources more effectively and equitably.
- **Implement Government-Backed Long-Term Care Savings:** Introduce a savings scheme (like those for first-time buyers and social housing tenants) to help individuals provision for future care needs.

Let's move with the times and futureproof our healthcare system. Our staff, citizens and coffers can't afford to wait.

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Education & Lifelong Learning — Let's Prepare Our People for the Real, Ever-changing World

Our education system is too focused on academic silos and the finance industry — not enough on preparing islanders for the realities of modern life and work. It's time to fix that — for pupils, parents and our future workforce.

- **Better career prep at all ages:** Combine school and adult careers services to offer clearer, earlier guidance linked to real job opportunities — **including off-island graduates!**
- **Life skills & civic education:** Ensure every student learns tax basics, financial literacy, cyber safety, critical thinking and how the local government works.
- **Digital literacy & AI readiness:** Equip islanders of all ages with the skills needed to survive and thrive in a changing economy — especially those returning to work or switching careers.
- **Teach renewable energy engineering locally** and invest in applied research that uses the island's natural resources and location.
- **Private sector partnerships:** Invite local employers to shape school content so students gain relevant skills and better post-16 options.
- **Support teachers properly:** Reduce admin overload, give them a voice in reform and stop top-down change that burns them out.
- **Give learners a reason to stay:** Cheap starter housing, a beautiful, well-equipped island and a thriving job market can keep graduates on-island.

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Valuing Guest Workers — Essential, Not Optional

Guernsey can't function without guest workers. From care homes to construction, hospitality to healthcare, they keep our island running. We need to treat them with the dignity, respect and support they deserve.

- **Streamline Work Permits:** Simplify renewals and make long-term stays easier for valued workers and their employers.
- **Employer-Backed Applications:** Let employers pre-qualify candidates and fast-track the process for repeat hires.
- **Support with Housing:** Make temporary “construction village” housing available and designate more unused lodging houses to be converted to key worker housing. This would allow more guest workers to share accommodation safely and legally.
- **Promote Integration:** Encourage better access to community support, language help and permanent residency pathways for long-term contributors.
- **Be Realistic, Not Political:** Guest workers are not displacing locals — they're filling roles locals won't or can't do.

Guest workers are already part of our community. It's time our systems and societal attitudes caught up with that reality.

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Government Restructuring

Less Running Cost, More Accountability, More Delivery of Frontline Services, More of What You Want

The public sees an expensive government that's slow to deliver, opaque in its decisions, and heavy on management—but light on action. I want to change that.

- **Cut Civil Service Bloat:** Focus public spending on frontline delivery by exploring commercialisation and hybrid public-private oversight across the STSB portfolio. Bring in the right expertise—without surrendering public control.
- **Restructure Committees to Make Sense:** Absorb the powerless Transport Licensing Authority into Economic Development. Give Culture & Sport their own space to breathe, away from Education's shadow.
- **Appoint Real Champions for Real People:** Introduce unpaid Deputy roles to serve as named champions for Disability, Elderly Care, and Child Services—cheaper and more empowered than commissions, and answerable to the public.
- **Publicly Track Deputy Commitment:** Publish attendance records for committee work and States meetings in the local paper and on official channels. The public deserves to know who's showing up and who's not.
- **End the Side-Hustle Mentality:** Launch a requête for a high (80%) tax band for deputies earning elsewhere during the core of their term — six months in and six months out excluded. Being a Deputy isn't a side gig — it's a public duty.

I'm not here to tear things down, I'm here to fix what's broken and deliver the services people actually want. Efficiently. Transparently. Fairly.

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Social Policy

A Fairer, Safer Guernsey for Everyone

We all want to feel safe, respected and free to live without shame or discrimination. That means recognising where current policies fall short and fixing them with compassion and common sense.

– **Support Diverse Islanders, Openly:**

Back awareness and acceptance of ethnic diversity, religious diversity, neurodiversity, sexual & gender diversity and common health conditions. Representation matters, silence helps no-one.

– **Strengthen the Anti-Discrimination Ordinance and add Hate Speech Laws:**

There's no room for threats or abuse in a civil society. Hate speech protections must apply to all communities. Neurodiversity needs to be added to the 2022 ordinance and protections extended across all settings.

– **Secure Statutory Parental Leave:**

No-one should have to choose between their family and their finances. It's time to protect working parents properly.

– **Get Serious About Harm Reduction:**

Regulate cannabis cultivation, vape products and other substances with consistency and transparency to protect public health and reduce organised crime.

– **Intervene Early, Not After a Crisis:**

Tackle poverty, poor mental health and addiction with joined-up services and policies grounded in prevention, not punishment.

I want a Guernsey that welcomes everyone, protects the vulnerable, and acts with courage, not just tradition.

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Collaboration

Delivering better results (not bigger arguments)

The States can't function well in silos or factions. We need collaboration built on trust, not toadyism. That's how we deliver comprehensive results that last.

– Work With Fellow Deputies, Not Against Them:

Constructive debate, shared evidence, and joint amendments produce stronger legislation. Party lines and political tribes get in the way of progress—and conscience.

– Engage the Civil Service Without Surrendering Control:

Civil servants are human too. Collaboration earns trust and unlocks better policy delivery—but elected deputies must set direction, not be sidelined by process.

– Involve Charities & Organisations From the Start:

Guernsey has incredible expertise, energy and manpower in its third sector. Tapping into that early (not at the eleventh hour) saves money and leads to better outcomes.

– Resist the Temptation of Commissions:

Policy shouldn't be farmed out. Elected politicians must stay involved so decisions remain democratic and visible—not hidden behind closed doors.

I'm not here to make enemies or build factions. I'm here to work with anyone serious about delivering Guernsey-centric, sustainable change.

Vote Tom Moore

A collaborative but straight talker who wants a fairer Guernsey

At 9 o'clock this morning, I officially throw my hat into the ring. It's already been quite the journey getting here.

Over the next 35 days, **I need you more than ever**. Engage with me. Challenge my ideas. Tell me what you agree with and what you don't. I need your mandate to work with the other People's Deputies and the civil service to deliver what you want and what Guernsey needs.

Over the past 12 days, I've shared my ideas on housing, cost of living, taxation, health, education, energy, social policy and more. If you missed any, head to my Page (Facebook) or profile (Instagram/BlueSky) and Like, Dislike or comment as you see fit. I'll also be reposting them together, so you can see everything in one place.

If there's something I haven't covered, just ask. Comment on this post, email me at tom@tommoorefordeputy.com, stop me in the street or come to one of the many events leading up to the election.

For now, here's my short manifesto going into the official booklet.

I'm here to help fix broken systems, work with others who care and give ordinary islanders a voice again.

If you believe Guernsey needs reform, not rhetoric or complacency, **vote for me**.

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