



**PROVEN EXPERIENCE
PROFESSIONAL DISCIPLINE**



MY MANIFESTO FOR RUSHEN
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Introduction: Why I'm Standing

I have deep roots in the south, and Rushen has shaped every part of who I am. My family has lived in Rushen for generations, and my wife and I are proud to be raising our son in the community that shaped our own lives.

In the 1970s, my family ran the newsagents in Port St Mary, and I grew up living above the shop. Happy Valley, Chapel Bay, and the Karran/Quirk walkway were my front garden and my playground, places that remain very close to my heart to this day. In the 1980s, my parents took on the newsagents in Port Erin, and that's where I was finally old enough to start working behind the counter. Some of you might remember me selling newspapers and toys from the shop back then.

That upbringing gave me a grounding in local business and community life long before I ever sat a professional exam. It's stayed with me ever since. I was previously a parent governor at Rushen Primary School, and I remain an active member of Rushen Rotary Club, helping raise funds for good causes both here at home and further afield.

Alongside that community life, I've built a career grounded in the same values. I'm a Chartered Accountant, former Chair of the Isle of Man Society of Chartered Accountants, and former President of the Isle of Man Chamber of Commerce. I spent 28 years in accountancy before joining Government as Chief Executive of Finance Isle of Man, working to support the Financial & Professional Services sector, a role I have held for eight years.

I am standing because I want to offer a fresh perspective and deliver real change. I want the Isle of Man to provide real opportunities for my son's generation, and those that follow, so they can build their futures here rather than looking elsewhere.

I have the professional background to move beyond talk and actually make a difference, bringing commercial and financial expertise, alongside real accountability and economic reality, to the House of Keys that our community deserves.



Growing the Economy: The Foundation for Everything Else

A thriving private sector is the only way we generate the government revenue needed to fund the top quality public services we deserve. Everything else in this manifesto (healthcare, schools, housing, transport) depends on the same underlying engine: a growing, competitive economy.

That is why economic growth comes first in this manifesto, not as an abstract goal, but as the practical foundation for everything else government does.

My Action Plan for Economic Growth

- **Keeping and Growing What We Have:** Ensuring our infrastructure, legislation, and regulation actively encourage businesses that have already chosen to invest in the Island to stay and grow here, rather than taking that investment for granted.
- **Competing for What's Next:** Recognising that other jurisdictions are actively competing for the business we currently enjoy, as well as for new and emerging sectors; we cannot stand still while others move.
- **Open to Innovation, Without Compromising Standards:** Making the Island as open as possible to innovative new businesses and emerging sectors, while maintaining our hard earned reputation as a top quality, well regulated jurisdiction.

The Bottom Line: Public services are only as strong as the economy that funds them. Growth isn't a side issue: it's the engine that makes everything else in this manifesto possible.



Expanding Healthcare Provision in Rushen

Our community deserves healthcare that is accessible, local, and resilient. For too long, residents in Rushen have faced unnecessary travel for basic services and unacceptable waiting times. A growing economy is the engine that funds better public services, and there is no greater priority for that engine than our health.

Key Priorities for Our Community

- **Expanding Local Provision:** Increasing diagnostic services, routine treatments, and specialist clinics available directly in the south, cutting the travel burden on families and older residents.
- **Improving Access and Capacity:** Securing and expanding GP, dental, and mental health capacity locally, so an appointment is a matter of days, not weeks.
- **Professional Oversight & Efficiency:** Applying strict discipline to healthcare spending: every pound directed away from administrative bureaucracy and into frontline patient care and staffing.
- **Future Proofing Community Care:** Supporting integrated care models so people can receive robust health and social care support at home, close to their loved ones.

The Bottom Line: Healthcare should wrap around the needs of the community, delivered efficiently, transparently, and on budget.



Targeted Road Safety: Practical Solutions Over Blanket Restrictions

Keeping pedestrians, cyclists, and motorists safe is a fundamental duty of government, but it demands a disciplined, evidence based approach. I strongly oppose arbitrary, blanket 20mph speed limits across our network. One size fits all restrictions frustrate drivers, increase congestion and fail to address the actual causes of dangerous driving. Real road safety comes from targeted, common sense action where it matters, focusing infrastructure investment and enforcement on known local hazards, not imposing sweeping rules on safe stretches of road.

My Action Plan for Targeted Road Safety in the South

- **Securing Safety on Beach Road (Port St Mary):** A vital artery, but one that suffers from persistent speeding and poor visibility. I will campaign for localised traffic calming measures and parking provisions, protecting the community without grinding the whole village to a halt.
- **Droghadfaile Road & Station Road Junction (Port Erin):** A longstanding bottleneck with poor sightlines that puts motorists and pedestrians at unnecessary risk. I will press for a professionally engineered redesign.
- **Reprofiling the Orchard Road & Bridson Street Junction (Tesco car park exit):** Drivers exiting the Tesco car park cannot see traffic approaching from the left clearly, creating a genuine risk of a serious collision. I will press for this junction to be reprofiled proactively; we should not wait for someone to be seriously hurt before we act.
- **Evidence Led Interventions:** Every pound spent on road modifications must deliver measurable safety improvements. I will push for data driven enforcement and better maintenance of existing roads, so infrastructure supports safe driving rather than just penalising the everyday commuter.

The Bottom Line: *We don't need more sweeping, symbolic restrictions that penalise responsible motorists. We need a targeted approach that fixes broken junctions, protects pedestrians, and delivers real results for Rushen.*



Protecting What Makes Rushen Special

The 'Southern Riviera' is a wonderful place to live, but it doesn't stay that way by accident. Keeping it safe, well cared for, and true to what makes it special takes proper investment: in policing, in the everyday upkeep of our villages, and in the wider initiatives already working to protect our Island's character.

A More Visible Police Presence

Residents consistently tell me they would welcome seeing a police presence more regularly in their communities. A familiar, visible police presence isn't just about responding when something goes wrong, it's about reassurance, deterrence, and residents knowing their community is being looked after. I will campaign for more regular, visible community policing across Port Erin, Port St Mary, Castletown, and the wider south, officers who are a familiar presence in our villages, not simply a response to an emergency.

Investing in the Look and Feel of Our Villages

Short term cost cutting on basic upkeep (weedkilling, overgrown verges, potholes) stores up bigger problems and bigger bills down the line. I will push for a more proactive approach to routine maintenance across the south, protecting both our environment and our reputation as a place people want to live, work, and visit.

Backing Destination First

I support Destination First, the multi-stakeholder initiative to bring local communities, government agencies, non government organisations, and the tourism industry together to protect the cultural, environmental, economic, and aesthetic integrity of our Island. I want to see this kind of community led, multi stakeholder approach extended further across the south.

The Bottom Line: A safe, well presented south that takes pride in its special places is good for residents, good for visitors, and good for our local economy. Community policing, proper upkeep, and initiatives like Destination First all point the same way.



Backing Our Local Domestic Economy

A resilient Rushen depends on a thriving local economy, not one propped up by grants and gestures, but one built on the practical foundations that let businesses grow, hire, and reinvest locally.

Every pound spent supporting local trade, retail, and services is a pound that recirculates through our community rather than leaking off Island. A disciplined, business minded government should treat the domestic economy as core infrastructure, not an afterthought.

My Action Plan for a Stronger Local Economy

- **Backing Southern Businesses:** Championing local trade and services in Port Erin, Port St Mary, and across the south, ensuring government procurement and support genuinely reach domestic businesses rather than defaulting to off Island suppliers.
- **Unlocking the Commercial Potential of Our Harbours and Bays:** Port St Mary has the best and most accessible harbour on the Island for visitors, yet we are not making the most of it. I will push for a proper plan to develop its commercial potential (from marine leisure and visiting vessels to harbourside trade), turning a fantastic natural asset into a genuine economic driver for the south. Port Erin Bay holds similar untapped potential, and should be considered as part of the same plan to make the most of our southern coastline.
- **Reliable Southern Bus Links:** A thriving local economy depends on people being able to move easily between our southern towns (for work, for shopping, and for accessing services) without unnecessary reliance on private cars. I will campaign for dedicated hopper bus services connecting Port Erin, Port St Mary, and Colby, alongside regular services to the Sound, supporting both residents' everyday journeys and the tourism that sustains local trade.



Food Security & Manx Produce

Food security is part of the same picture as the rest of our local economy. It needs all parties, government, the Department of Environment, Food and Agriculture (DEFA), producers, and retailers, working together to encourage additional, efficient, and practical food production on the Island, rather than working in isolation from one another.

That means closer partnership between DEFA and our local producers: cutting through administrative inertia to help farmers and food businesses manage volatile input costs, minimise waste, and enhance yield efficiency through smart agri-tech investment.

We also need to work directly with producers and retailers to promote Manx products: championing local produce in our shops, restaurants, and government procurement.

Every pound spent buying Manx supports the whole of our local economy, not just our farmers, keeping value circulating here rather than sent offshore.

The Bottom Line: *A strong domestic economy and reliable local transport go hand in hand, and food security is part of the same story. Get the connectivity right and back our producers properly, and we make it easier for southern businesses, farmers, workers, and visitors to thrive.*



Strategic Transport & Connectivity: Maximising Our Public Assets

An Island's transport infrastructure is its lifeline, but it must be managed with commercial discipline and a clear view of its broader social value. As a government owned asset, the Isle of Man Steam Packet Company shouldn't be judged on its balance sheet alone, it must also support the social fabric of our communities, particularly young people and local sports organisations.

True asset management means eliminating inefficiencies and optimising capacity. Off peak sailings are an under utilised resource, and a more business minded approach can turn empty deck space into a powerful tool for community development.

My Action Plan for Smarter Transport and Connectivity

- **Increasing Off Peak Use of the Steam Packet:** I will campaign for much more dynamic, flexible pricing on off peak sailings, alongside targeted travel packages for local sports clubs and community groups, and for firms bringing visitors to the Island, putting spare capacity to work to maximise our return from this strategic asset.
- **Commercial Discipline on the Strategic Sea Services Requirement:** Our sea links must stay robust, reliable, and affordable. I will bring an accountant's eye to government transport agreements, ensuring accountability, and transparency. This means more direct operational control of the Steam Packet, with on island directors tasked with maximising utilisation of this strategic asset.
- **Integrated Southern Infrastructure:** Transport doesn't end at the ferry terminal. Southern public transport links must be reliable, synchronised with school and work schedules, and efficiently run, properly connecting Rushen residents to services across the Island.

The Bottom Line: Government owned entities like the Steam Packet shouldn't be managed in isolation. With practical, professional discipline, we can protect our vital sea routes, unlock off peak capacity, and deliver a better deal for residents and visitors alike.



Delivering Castle Rushen High School: No More Delay

The replacement of Castle Rushen High School has been discussed for over two decades, and every year of delay has pushed the budget higher. It's time to move past discussion and deliver the school our young people deserve. This isn't a project that needs more debate: it needs a decision, a plan, and delivery.

My Action Plan for Delivering the School

- **A Dedicated, Incentivised Project Manager:** Employing and properly incentivising a specialist project manager whose job is to deliver this build on time and on budget, with accountability built into the role from day one.
- **Investing in Local Trades:** Ensuring that, wherever possible, contracts go to local tradespeople and businesses, so that as much of the project's value as possible is reinvested directly in our own economy.
- **Built to Last 50+ Years:** Designing a school that's fit for purpose for the next half-century, flexible enough to be repurposed as educational needs and community requirements evolve, not a building we're revisiting the case for again in twenty years.

The Bottom Line: *Castle Rushen High School needs delivery, not further debate. A dedicated project manager, local investment, and a design built for the long term: that's how we finally get this right.*



A Balanced, Practical Approach to Energy Security

There is genuine public disquiet about the direction of the Green Agenda, and it's right that we take a proper look at where we're going.

We need to audit what we've done, what it has actually achieved, and what it has cost.

Our policies and procedures should be proportionate to our impact; we do not need to be a world leader in green activities, and we must not bankrupt the Island on the altar of net zero. That would achieve little.

The Isle of Man's energy future must be built on realism, not gesture politics. I do not support the current onshore windfarm proposal, and I am equally opposed to offshore wind farms for the Island. Four onshore turbines would permanently scar our landscape (new roads, concrete foundations, and industrial infrastructure carved into land we can never fully restore), while offshore wind carries its own heavy costs and long term commitments, for a return that simply doesn't stack up against more practical alternatives.

An accountant's eye applied to wind, onshore or offshore, shows poor value for the cost and disruption involved.

Real energy security comes from a diversified, evidence led mix, not a single symbolic project.



My Action Plan for Energy

- **Solar on Our Own Roofs:** Actively promoting solar power on government buildings and private homes, generating energy where we already have the infrastructure, without new land take or landscape impact.
- **New Interconnector Capacity:** Exploring additional electricity interconnectors to the UK (whether to Scotland or England), building on proven regional models, and giving the Island access to a wider, more resilient energy market.
- **Upgrading Our Power Station:** Investing in the power station itself, recognising that a mixed energy portfolio (not reliance on any single source) will be needed for decades to come.
- **Backing Gas Exploration in Our Waters:** I am supportive of exploring for natural gas in our territorial waters. If viable reserves exist, developing them would strengthen our energy security and keep value within the Island economy, rather than leaving us reliant on imported energy at the mercy of global politics and conflicts.

The Bottom Line: *Energy policy shouldn't be about chasing one flagship project. It should be about building a resilient, diversified mix (solar, interconnection, gas, and a modernised power station) that keeps the lights on affordably for decades, without sacrificing our landscape for the sake of a gesture.*



Delivering Housing That Works for Rushen and the Island

Housing in the south comes down to two real issues: the availability of affordable first time buyer housing, and the adequacy of social housing provision. Port Erin has grown significantly in recent decades, but that growth hasn't been matched by a proportionate increase in housing provision, and a lack of flexibility, particularly a shortage of flats, means residents who'd prefer to downsize often can't free up larger family homes for those who need them.

My Action Plan for Housing

- **A Full Scale Review of Social Housing Provision:** Commissioning a review of the adequacy of social housing in the south, ensuring provision has kept pace with growth and reflects the real needs of our community today.
- **Unlocking Flexibility in the Housing Mix:** Addressing the shortage of smaller social units and flats, so residents who want to downsize can do so, freeing up larger properties for growing families and easing pressure across the whole market.
- **A Realistic Path to Ownership for Young People:** Seriously reviewing the schemes currently in place to support first-time buyers, so our own young people have a genuine opportunity to own property in the community they grew up in.
- **Tackling the Deposit Barrier:** Working with banks to support first time buyers, and exploring options such as interest free, deferred repayment loans to help residents over the biggest hurdle to ownership: the deposit.

The Bottom Line: *Housing in Rushen needs to work for everyone: from young people taking their first step onto the property ladder, to residents wanting to downsize, to families who need a genuine social housing safety net. That means matching supply to the growth we've already seen, not just talking about it.*



Closing: My Commitment to You

I am standing because I want to make a real difference. A representative's first job is to listen to constituents; the second is to bring financial clarity and strategic vision to the table, planning for the next generation rather than just reacting to the next political cycle.

There is no magic money tree. The decisions our parliament makes must be the right decisions for the long term future of our Island, not the easiest ones for short term political expediency.

That is the standard I will hold myself to on every issue in this manifesto (from delivering our school, to backing our farmers, to growing our economy) because only a thriving, well managed economy can fund the public services our families deserve for the long term.

If elected, I will do my best for Rushen, and for the whole Isle of Man. I would be deeply honoured to have your vote on 24 September.





VOTE
MICHAEL
CROWE

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