

If you need transport on Polling day or any assistance with absent voter forms please let me know.
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**I promise that I will be there for you.
Please be there for me on polling day!**

JOHN CALEY McBRIDE Douglas East

A Blueprint for the Future

There is a better way

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Dear Douglas East Voter

For those of you who have not met me, I just thought that I would give you a brief resume of myself and why I offer myself to you as your representative in the forthcoming House of Keys General Election.

I'm sure that you will agree that Douglas East is probably the most important constituency and that local matters are actually national matters affecting the whole island.

And so a little about me, I was born on the island, I live and was brought up in Douglas East. I am a single company director and I was educated at Douglas High School and the Isle of Man College.

I have worked in the motor industry all of my life and have been responsible for setting up and running franchised motor dealerships both on and off the Island. I started as an apprentice mechanic and progressed to Director and General Management roles within Lex Group PLC in Essex and Corkills Isle of Man and UK.

The training given to me was to degree level and sponsored by manufacturers such as Porsche, Jaguar, Audi and Volkswagen. I am a Fellow of the Institute of the Motor Industry and a past Chairman of the Retail Motor Industry Federation, Isle of Man Branch.

I have a wealth of experience in all aspects of setting up and running a medium sized, busy and diverse business, including staff motivation and recruitment, financial planning, achieving targets, customer satisfaction and facilities planning.



A democratic involvement process for all citizens should be available with regular surgeries, which I will hold, and even referendums on key issues. The current public consultation process is a sham, often designed to force people to accept the option which the government wants. Of course this process begins with turning out to vote in order to effect change.

To Summarise

We have opportunities in tourism, Manx produced goods, high value manufacturing, Information Communication Technology to supplement our aircraft and shipping registers, e-gaming and the remnants of the finance sector. These are real opportunities and we have only just begun to look. What can we achieve if we can truly believe in ourselves again? Providing that we can solve some of our long standing problems, we can have a bright, prosperous and healthy future.

It will take a government which is prepared to make hard decisions, change things for the better and create new solutions. I hope that you will trust me to work together with you to help deliver your future and that of Douglas East and vote for me on the 22nd September.

John

Parking and traffic flow

Our town was laid out at a time when there was very little traffic. We need to look closely at ways of managing traffic flow, particularly at peak periods, TT time etc.

The Promenade is a main route and not suitable for a 'shared space' project. There are a lot of areas where vehicles are abandoned for long periods adding to problems for residents. I would like to see more attention given to traffic and parking management throughout the town.



I am experienced and comfortable communicating at all levels and I have been described as a strong leader within business.

My main pastime has always been motorsport. I have competed in the TT and MGP and spent twelve years acting as a TT/MGP Travelling Marshall. I also enjoyed the preparation of Historic Rally Cars which proved competitive. I am now a race controller for the TT and MGP and am also Chairman of the MGP Riders Association, Vice Chairman of the Isle of Man ACU Centre and a director of the Manx Motor Cycle Club, organisers of the Manx Grand Prix and Classic TT.

I am Chairman of the 1st Douglas Scout Group and a Lay member of the Island Scout Association Executive.

I believe that my broad business and social experience provides a good balance and will assist me in my strong desire to help the island and its people through the difficult and changing times which we face over the next few years.

John



SWOT ANALYSIS

A Blueprint for the Future
There is a better way

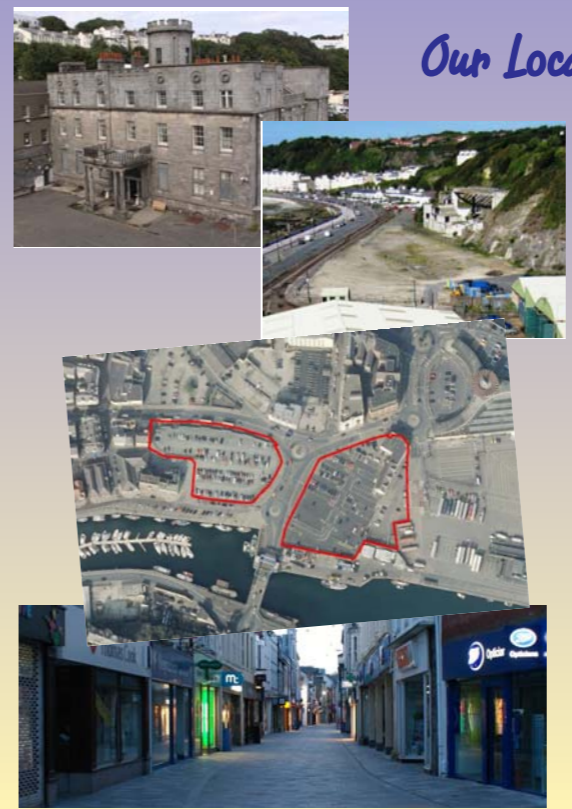
I decided to call this, my manifesto, 'A Blueprint for the Future' as I believe that this is something we really must have, a totally joined up plan for where we want to be over the next few years and beyond.

In order to plan for the future, we need to understand where we are now and what our strengths, weaknesses, opportunities and threats are. We can then work to improve our strengths, eliminate our weaknesses, grasp our opportunities, which should eliminate our threats.

STRENGTHS People, Low Crime Rate, Location, Scenery, Clean Air, Dark Skies, Outdoors Lifestyle, History, Infrastructure, Semi Autonomous Government, Health Infrastructure, Education, Low Tax Regime, TT and MGP.	WEAKNESSES High Cost of Living, High Utility Prices, Location, Shipping Costs, Air Links, Crumbling Infrastructure, Dilapidated Buildings and Sites, Dwindling Reserves, Overburdened Health and Social Services, Government Waste, Slow to React, Public Sector Pension Liabilities, Archaic Legislative Structure, Government Silo Mentality
OPPORTUNITIES Restructure Government, Tourism Revitalisation, Information Communications Technology, Light High Value Manufacturing, Local Produce, Post Brexit opportunities, Creating an Environment for Growth.	THREATS Shrinking Population, Changes in Employment, Zero Hours Contracts, Falling Tax Revenue, Competition from Other Jurisdictions, Failure to Rectify Pensions Crisis, Increased Bureaucracy

THURSDAY 22 SEPTEMBER 2016

Our Local Environment and Heritage



Our local environment and heritage is vital to us and makes us the people and nation that we are. Our location in the Irish Sea is a huge advantage but also inconvenient. We have to make the experience of visiting and living here first rate. The current state of Douglas is a blight on our island and a deterrent to investment and job creation. It is sad to see so many neglected buildings and abandoned wasteland sites around Douglas, several owned by government and Douglas Council. I would be anxious to look proactively at making these sites economically viable for development. Perhaps the Summerland site could be developed into smaller units for example and I would see the preservation of the Castle Mona Hotel as vital.



Mental health awareness

This seems to be something which we, like the UK appear to be ill equipped to deal with. I know of several cases where help was not forthcoming at the crucial time that it was needed. The demands on our health services are huge but we somehow need to bridge the gap in this. It seems that our provision is too small and our demand is high. The pressures of modern life and the lack of family or friends to help in some cases can lead to tragic outcomes. I believe that if we can make people aware of the signs and help that can be given, we may be able to relieve demand on our stretched resources.

Goals

So where do we want to be in five years time and beyond?

I'd say that it should be summed up in a simple statement like:

"In five years time we will be creating a better Island with increased reserves, improved infrastructure, a timely health service meeting our needs, meaningful and well paid employment opportunities, protection for the elderly, disabled and vulnerable people from discrimination and abuse, and making a fair society for all."

I'm sure everyone will add or subtract an item or two from this list but I believe that using this all embracing statement as a basic goal, we can address our weaknesses, build on our strengths, eliminate threats and grasp our opportunities.

Where do we begin?

The first steps of a plan to making our island great again!

Lord Lisvane's recommendations for the reform of Tynwald would, I believe, give us the type of government which can operate effectively in today's environment. With Tynwald laying out it's policies for the coming political year, reducing the number of Ministers to just four, one for each of the main departments with another one departmental member, each contributing significantly to the running of their

department. This combined with eliminating Legislative Council members from becoming departmental members and changing the way they are selected, (so that no longer would sitting MHK's be considered) will create a proper body to scrutinise legislation. This will be a huge change in how we are governed and I would push for this to be adopted as soon as it is possible.

Continuous Improvement

The Japanese car manufacturer Toyota created Kaizen, the art of continuous improvement by involving all employees in analysing how their job works and empowering them to make changes. It has since been adopted worldwide by many successful organisations. I believe that if we adopted this one simple low cost principle



in all government departments, the benefits would be enormous and tangible in a very short space of time. The general resistance to this comes from management who see some of their authority being lost to their workforce.

This resistance needs to be eliminated if this valuable tool is to be successful and release the potential of so many government employees..

The handling of the TV licence fee changes and removal of some travel concessions are a retrograde step, punishing those who can least afford it but would benefit the most. I would support positive changes in this regard.

I believe that the well being of our senior citizens is paramount and shows the outside world that we are a caring society, one which will be good to retire into after relocating here to work. To this end I would support the appointment of a Senior Citizens Commissioner to help government to understand and deal with issues surrounding our older people such as age discrimination. This is an initiative which has paid dividends in Northern Ireland and will do the same here.

Disability awareness and rights are being dealt with far too slowly, it is still legally acceptable to turn a disabled person down at a job interview, even if they are capable of carrying out that job. Disabled people struggle to gain access to some island businesses and we generally do not have a very good record with helping them to cope. This needs to change if we are trying to portray ourselves as a caring inclusive society.



Education

Young people and their education are the future of our island. We must be able to offer them not only an excellent education but also be able to offer them meaningful well paid employment. I would like to see a system whereby those returning to work from university within a given period will have support on any student loans which may be outstanding. Our island must offer them all of the things which young



people find attractive such as a vibrant lifestyle and opportunities for adventure and advancement.

Senior Citizens

Senior Citizens are, hopefully what we will all become one day. They should be treated exactly as we would all like to be treated. It should be possible with the right approach and attitude from government to keep people in their homes and independent as long as possible. I feel that we could ease the burden on the care home system with a more imaginative and joined up approach. Inevitably some will need to be looked after a bit more closely but I would like us to move to the stage where we can offer residential care free of charge rather than continue the hardship which we cause to families.

Local Government Reform

This is an issue which causes a lot of controversial discussion around the island. I am in favour of an all island rate and a single authority to manage local issues. We are a small island and we are over governed. I believe that the savings made would be enormous and would lead to a joined up government for our island. Douglas ratepayers are bearing the costs of infrastructure which is used by the whole island at some point.

Pensions and retirement

Pensions and retirement age are a huge issue which is threatening to derail our economy. The Public Sector Pension reflects a promise made by our government to its workers. I am of the opinion that we have not yet found the best solution to this, it is a worldwide problem and not confined to the island so we should be monitoring what is being done elsewhere to address the issues. We have to bear in mind that the beneficiaries have done nothing wrong and the uncertainty being caused is unfair. It is also unfair to taxpayers to be suffering cuts to services and to their own pensions and benefits to support this.

I would fight any attempt to use the NI fund to bail out the Public Sector Pension. In 1995 the NI fund had £44m transferred to the hospital fund, this has never been paid back and any interest has been lost, depleting that fund.

I have a huge concern that raising the retirement age for manual workers will cause problems and there should be a clear statement regarding this to allay fears amongst those affected.

The Economy and Tourism

The Economy and Tourism is the single most important issue facing government today, particularly in view of our shrinking population. Without a strong economy we will be unable to afford to provide the services which we have now, let alone improve them. It has been said that we need to increase the number of economically active tax paying residents to make our economy viable, In order to achieve this we need meaningful, well funded jobs and employment opportunities. I feel that we are still a long way from being able to provide anywhere near the required level of employment. It is a fact,



however that for each productive job created, there is an increase in demand for jobs to service that job holder.

I believe that we have to maximise and expand our opportunities in areas such as tourism, Manx produced goods for export, business administration for off Island companies, light specialised, high quality manufacturing and of course Information Communication Technology.

Douglas East is the key to our economy.

We need Douglas to be able to offer vibrant recreational and retail opportunities for residents and visitors alike. Douglas East is the Island's gateway and probably its most important constituency. I welcome an urgent Promenade refurbishment scheme retaining the horse trams but question the cost and the

preventing the committal of crime in the first place. Issues such as homelessness which has been on the rise here for some time, can cause desperation leading to breaches of the law. Looking at this from a social services point of view could alleviate pressure on our police force.

The Landlord and Tenant Act

The Landlord and Tenant Act needs enacting. There are far too many people living in substandard over priced accommodation. This does little to project our image as a good place to invest in and to bring staff here to live.

Abortion laws

Our abortion laws are in urgent need of review. We are forcing those women affected into an uncomfortable and dangerous choice and it is obvious that it is a male dominated Tynwald which has chosen to do nothing to relieve the current situation. I would support any motion to rectify the current untenable position.



Low taxation is the double edged sword which has led us to prosperity and almost to bust. It is an important part of what we are but without considerable tax income we are unable to offer the services which we expect. I would hope that we can continue to be able to offer the low rates we have at present. Unfortunately, unless we can address our Public Service Pension issues and falling population and pay, it seems that we may be forced to increase taxation during the next administration. I would be anxious to ensure that those who can least afford it are protected and that the burden of any such proposed increase is fair and well spread out.

Health Service

The Health offering on our island is constantly under pressure. We are struggling to attract doctors and nurses, we are struggling to provide timely GP and Hospital appointments. The health budget is huge and so are the problems. The culture is different to most industries making change difficult. I know that we are in the middle of a huge review of our health services but I would again recommend that the



management allow the staff to come up with the solutions themselves through the adoption of Kaizen principles. This focuses the attention on the customer (patient) and how the process applies to improving the service to them. After all, the patient is the person that the service is run for. We must offer healthcare equal to the best.

Law and order

Law and order on the island is a good news story. We have falling crime statistics despite the pressures which our Police face today as some crime becomes more high tech. I think as a nation we should be looking closely at the social causes of crime and working to eradicate them,



length of time that the scheme is scheduled to take to complete. Douglas and the island need a scheme to be carried out as quickly, simply and cost effectively as possible! We also need to ensure that there is adequate parking provision to compensate for lost space and to enable deliveries and drop off to businesses. If Douglas can be made attractive for tourism again, it becomes a great place to live and work making it easier to attract investment, jobs and workers.

I am convinced that we do not make the best use of what our Island has to offer and would advocate a professional 'joined up' approach to marketing ourselves to the outside world.

Our Sea and Air routes are of vital importance. They need to be secure, reliable and value for money. The operators must provide agreements which ensure long term, low cost, high quality services to encourage both tourism, business and ease of travel for residents. Government should have an active role in the operation of the sea carrier which we depend upon most of all for goods and passenger transport. Any extension of the user agreement must reflect the fact that the carrier effectively dictates the success or failure of



any tourism or economic enterprise which the island enters into. Likewise I believe that we need to review our acceptance of the 'open skies' policy where we seem to be losing flights and slots at an alarming rate.

Bureaucracy and Costs

Bureaucracy and Costs to businesses need to be as low as we can achieve whilst remembering that employees should be adequately catered for. We also need to address the high operational costs to businesses on the island. Electricity and gas charges alone disadvantage most employers and when the high cost of these utilities, premises, transport and travel costs are set against our small retail market, we are simply uncompetitive compared with most UK jurisdictions which provide competitive

incentives to set up in their location. We often hear of interested companies who never actually move to the island, but do we ever ask them why they didn't follow through, and do we ever try to do anything to address the reasons? I would suggest that the answer to that question is no.

Utility costs are simply too high. The re-jigging of standing charges to protect the authorities profits from fluctuating oil and gas prices, plus the fact that Manx Gas buys its gas from the MEA to maintain profit levels is despicable. Nobody has any control over their own spending on utilities any more and the situation requires an effective regulator willing to use its powers.



Zero Hours Contracts and low hours minimum wage contracts seem to have become an essential tool for local businesses and even our government, who seem to have replaced full time posts with this type of contract, distorting their own true employment levels. They offer flexibility to both the employer and the employee but do have an adverse effect on our economy, while giving an impression of low unemployment. As they become more commonplace, the number of people needing to claim income support rises. Some people are only working around 20 hours per week and

some are doing two or even three jobs. These people find it impossible to plan their financial future, get on the housing ladder, raise a family or afford to take time off for any reason.

I believe this type of employment is here to stay and as such we, as an island will be forced to consider offering every citizen Universal Basic Income in the not too distant future. This would replace all benefits and pensions for everyone from 16 years old onwards. Basic Income could be a huge social and business benefit if we are able to adopt it. This alone could set us aside as a forward thinking economy, attracting new employers to our island.

