

# Who Am I?

I am a businesswoman, wife, mother and daughter, but not always in that order.

After graduating with a BSc (Hons) in Geography from King's College, London University, I trained as a Chartered Accountant in the City of London. It was here that I met my husband Phil, to whom I have now been married for 23 years.

In 1990, I joined KPMG in Guernsey and was a director of their trust company for several years. Following a take-over, I became a director of Kleinwort Benson's Trust Company and headed up its operations department in Guernsey and Jersey. In 2003 I was appointed Chief Operating Officer of one of the largest law firms in the Channel Islands.

There ends the typical business profile. In 2006, having been disillusioned with the traditional business model, Phil and I set up The Mundi Group Ltd. A 'not just for profit' company, it aims to promote ethical business and make a positive difference. We are probably best known for our fair trade Mondomundi shops and have one of the largest fair trade retail businesses in the British Isles.

I also currently part-own and run a small fiduciary company called Parish Group Ltd, that provides support services to local businesses. I am a Member of the Institute of Directors, Guernsey Chamber of Commerce and Confederation of Guernsey Industry.

Education and training has always been close to my heart. My mother was a teacher and there are many more in my family who are involved in education. I currently sit as a business representative on the States of Guernsey Lifelong Learning Advisory Committee. I was also a member of the training committee of the Guernsey Society of Chartered and Certified Accountants.

I have 2 children; Alexandra, 12 and Dominic, 10, both of whom have gone to St Martin's Primary School. I was also Chairman of the School's PTA.

To relax, I like cycling Guernsey's green lanes, gardening and painting. I've also run a few charity races, including the Great North Run.

## Why Vote for Me?

In a nutshell, the reason I think you should vote for me, and the principal reason I am standing, is that I believe I would provide a breath of fresh air to the States of Deliberation.

I have become increasingly exasperated over the last 4 years with the way the States is run. There has been a lack of accountability and transparency, operational inefficiency and absence of joined-up thinking. I believe I can make a difference.

**As a Chartered Accountant**, I understand the importance of balancing the books. I can tell when the figures don't add up and when more information is required to be able to make a rational decision.

**As a geography graduate**, I understand the environmental issues that face Guernsey and that we ignore the effects we are having on our Island at our peril.

**As a businesswoman**, I understand the current economic pressures that are being faced by local businesses. I have experience across varied economic sectors and organisations. I have had board level positions in large multi-jurisdictional organisations and have experienced the challenges of running my own small business.

**As a wife and mother**, I understand how hard it can be to balance work and home life. I know that the cost and availability of child care is a major issue for women who want to get back to work. I care about my children's education and the opportunities that will be available to them when they grow up, as well as being concerned about the availability of affordable housing as they start their working lives.

**As a daughter**, I understand the pressures facing our older generation, the rising cost of living out-pacing pensions, the availability of sheltered housing and costs of healthcare.

I'm in my mid-forties and full of passion and energy to help improve this Island. Some of our Deputies are out of touch with the Guernsey people, whilst others have run out of ideas. It is now time to elect people who bring new ideas about how things can be improved and have a long term vision for a better Guernsey.

I would like to thank Phil and my children for the moral support they have given me. I am also thankful to my proposer Peter de Sausmarez and seconder Lois Falla. Last, but not least, I would also like to thank all those people who have encouraged me to stick my head above the parapet and stand at this election.

# VOTE HEIDI SOULSBY



## For a Breath of Fresh Air

Hello. My name is **Heidi Soulsby** and I am standing as a candidate for Deputy in SE District. I hope you will be able to find time to read about me, what I stand for and what I want to achieve if you elect me as Deputy.

I often hear people say, 'all these politicians are the same'. However, I can assure you that there is no-one currently sitting in the States of Deliberation that is like me. I hope that this manifesto will make it clear that **I am not a typical politician**. I want to see change in the way Guernsey is governed to bring it into the 21st century. The prevarications and procrastinations over the last few years have held the Island back. Delays in decision making have cost us millions. A lack of accountability and transparency have caused distrust and directly affected the lives of the Guernsey people, young and old. **The current system has got to change** and it can only happen with **new blood** in the States of Guernsey.

This document just gives a flavour of what I stand for. If you are interested, I have provided a more in-depth analysis on my website. I will do my best to get to see as many of you as I can during my campaign as I really do want to hear your views and be able to discuss these with you. However, whether or not I am able to see you, always feel free to contact me by any of the means below.

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# A Flavour of What I Stand For

