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**A MANIFESTO FROM  
THE COALFACE OF PUBLIC PLANNING**

- **PLANNERS AND PROUD**  
We have chosen to work for the public to make a real difference. This is our chorus calling for a bolder future for public planning.
- **WE WORK FOR YOU**  
We believe in making the fairest decisions for all, not the most profitable decisions for a few.
- **EXCLUSIVELY PUBLIC**  
We want the public sector to attract the best talent. We want working for the public sector to be seen as a privilege. That's why only public servants can join novus.
- **GROUNDING IDEAS**  
We have our ears to the ground. Our thinking is based on experience of the way things really are – not a theoretical ideal of the way things ought to be.
- **NO WAFFLE, NO JARGON**  
We write for the public not the profession, and we say what we need to say, no more. Each document we produce will be a paper – literally one A4 piece of paper.
- **A VISIBLE DIFFERENCE**  
Our greatest achievements are as much about what doesn't happen as what does. We will make our successes seen.
- **BUREAUCRACY CAN BE BEAUTIFUL**  
Bureaucracy done badly is a barrier. But done well it is the foundation of fairness. We want to reclaim bureaucracy as a positive force for equality.
- **PLANNING IS A CREATIVE INDUSTRY**  
Denying that planning can be creative will deny us of creative planners. We believe that planning is about more than saying yes or no.
- **PEOPLE MAKE CITIES**  
Public planning only works when the public plan. We believe in giving citizens the knowledge and tools to shape their environment.
- **BIGGER HERE, LONGER NOW**  
Sustainable decisions aren't made right here, right now. Our idea of here needs to be bigger than the red line on a plan. Our sense of now needs to be longer than the next quarterly report. The public sector is a rare breed of institution that can think and act sustainably.