

Club Values



Our Guiding Principles

pioneers * confident custodians * action orientated
open & inclusive * service excellence

Behaviours Guide

Values are simply the things that are most important to us

Behaviours are the tangible ways in which we measure ourselves against our values

Cramlington United Football Club

Club Values



pioneers

- *Progressive & forward thinking*
- *Innovative & unafraid to suggest the unthinkable*

confident custodians

- Decision making supports long term interests
- Appreciate that courtesy is not a weakness

service excellence

Choose the right attitude

action orientated

- *A positive, can-do approach which drives change*
- *Learn from mistakes to become stronger*

open & inclusive

- Passionate about the Club's interaction with the community
- Humility when learning from others

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