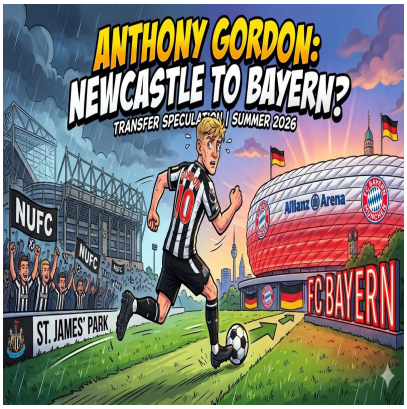


Newcastle Should Keep Anthony Gordon Unless The Offer Is Elite

Description

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I have followed Newcastle since the Kevin Keegan era. Joe Kinnear, Sam Allardyce, Steve McClaren, two relegations, a decade of â??good enoughâ?•. So when I write about this club, it is not from the post-2021 bandwagon. It is from earned tenure.

That is the lens I am bringing to the Anthony Gordon question.

The transfer noise is real. The Telegraph reported in April that Gordon was open to leaving in the summer. Bayern Munich have held talks. Barcelona, Arsenal, Liverpool and Chelsea have all been mentioned. The valuation being floated sits between Â£75 and Â£80 million.

But the noise is also being overstated. Gordon is contracted to Newcastle until 2030. He has not publicly asked to leave. Eddie Howe said as recently as 8 May that the player remains committed and in contention. â??Open to a moveâ?• and â??asking for a moveâ?• are not the same thing.

That distinction matters because it changes who holds the leverage. This is not a distressed sale. Newcastle do not need to take an offer. They are dictating from strength.

The case to sell

There is one, and it is honest enough to address.

Gordonâ??s 2025/26 season looks better in raw numbers than it does on closer inspection. He scored 17 goals across all competitions. Around 8 of those were penalties. Roughly half. Strip the penalties out and his finishing in the league has not been clinical. He has materially underperformed his expected goals.

Harvey Barnes has run him close in league goals despite far fewer starts. As a pure finisher in the box, Barnes is sharper.

So the sell-side argument writes itself. Cash in at a peak valuation. Recycle into two or three squad upgrades. Let Barnes step into the shirt. Modern elite clubs do not get sentimental.

The case to keep

Gordon scored 10 goals in the Champions League this season. He was Newcastleâ??s top scorer in the competition. That is a remarkable return for a wide forward, and it is the part of his season that should weigh most.

He is 25. He runs all day. His defensive workrate, recoveries and duels in the final third are well above average for a winger. He carries the ball, presses, and gives the left side intensity. Even on his quieter days, he is doing the work.

And he is contracted until 2030. Whoever is managing Newcastle next season inherits him. So does whoever follows that manager. That is not a small thing. He is the kind of player any incoming coach is grateful to walk into.

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The Everton problem

This is the line that should kill any â??okayâ?• offer.

Everton have a sell-on clause from the original transfer. Reporting indicates they are due a percentage of the profit on any sale. So if Newcastle accept anything below the top end of the valuation, a chunk of the fee walks straight out of the door.

You are partly selling a starter to fund a rivalâ??s recruitment. There is no version of that being a smart trade.

Where I land

Keep him.

I would only sell if all three of these are true:

- Gordon himself clearly wants to go. Not â??open to a moveâ?•. Wants out, has said so, will not be talked back.
- The fee is transformative. Well above Â£80 million, enough to absorb the Everton clause and still fund two real upgrades.
- The replacement is already lined up. Not â??we are tracking some teenagers in Europeâ?•. A signed, committed successor with current top-five-league output.

Without all three, you do not sell. Two out of three is not enough.

The names being floated as successors, William Gomes at Porto and SaÃ¯d El Mala at KÃ¶ln, are talented teenagers. They are upside, not certainty. Selling a proven Champions League contributor for a project signing is the kind of bold move that gets a recruitment department fired in 18 months.

What this is really about

Gordon is not Bruno GuimarÃ£es. He is not untouchable. He has flaws, and his non-penalty finishing is one of them.

But selling him for the wrong fee, to the wrong replacement plan, would tell us something about the club. It would say Newcastle still behave like a club that has to take what is offered. That market interest plus a softening player equals a sale.

That is not what an ambitious club does. That is what a selling club does.

The whole point of Champions League football, of the new revenue base, of the ownership backing, is to stop being that. To dictate, not react. To hold a 25-year-old Champions League starter on a long contract unless the market pays a number that genuinely moves the squad forward.

If the offer is elite, sell. If not, hold.

The hard part is having the nerve to do the second one.

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Date Created
11/05/2026
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