

County business case

Embu County

Generated 21 August 2026. Population 608,599 at the 2019 KNBS census, about 752,266 today at the live Worldometer scale factor of 1.236062. Every figure below comes from the projects sited in this county, not from a national average.

Build cost \$2.4m	Running cost a year \$203,628	Trading income a year \$461,128	Cost recovery 226.5%
Permanent jobs 60	Construction person-years 227	Players reached a year 10,200	Annual social and economic value \$8.3m

What is proposed here

Project	Units	Step	Build cost	Running cost	Trading income	Jobs
Stackable 5-a-side and futsal courts	3	Step 4	\$71,250	\$6,412	\$46,128	9
Community 11-a-side pitch upgrades	1	Step 4	\$96,000	\$9,600	\$15,000	4
County academies and coach education	1	Step 5	\$52,800	\$11,616	\$80,000	9
Modular county stadiums (remaining counties)	1	Step 7	\$2.2m	\$176,000	\$320,000	38

Units are allocated with an equal floor for every eligible county and the remainder shared in proportion to census population. Embu carries 6 units in total, returns \$3.444 of annual social and economic value for every dollar of build cost, and pays back that capital in value in 3 months.

What it costs to produce a professional here

Cost of living index x0.739	Cost per academy player a year \$1,781	Cost per professional \$99,735	Against England 21.8x cheaper
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Coaching, schooling, food, medical cover, kit and competition, accumulated over the years a player actually spends inside an academy and multiplied by the 14 players it takes to produce one professional contract. The same model on an England Category 1 academy returns \$2.2m. The modelled commercial ceiling in this county — gate, sponsorship, appearances and player trading — is \$43,784 a year, enough to fund 0.44 professionals annually.

What its players return

Measure	Value
Academy players on the pathway	1,200
Professionals produced a year	2.6
Trading income back to the county	\$1.2m a year
Player career earnings	\$3.1m a year
Coming home as remittance	\$862,971 a year
Return on the cost of production	4.46x

Trading income is the first transfer fee, a 15% sell-on share of the next sale, and FIFA training compensation and solidarity contributions on international transfers — money payable to the clubs and academies that trained the player.

Method and standing

Population from the KNBS 2019 census, kept current with the live Worldometer national estimate. Social and economic value uses the same items as the Football Association's 2021 grassroots study in England and the Football Association of Wales UEFA study, re-priced for Kenyan incomes and health spending. Every cost, index and income figure is our own labelled estimate, published so it can be argued with. Nothing here is a quotation, a budget, an agreed site or an awarded contract. kickstartkenyafootball.org