

County business case

# Kisumu County

Generated 20 August 2026. Population 1,155,574 at the 2019 KNBS census, about 1,428,287 today at the live Worldometer scale factor of 1.235998. Every figure below comes from the projects sited in this county, not from a national average.

|                       |                                  |                                  |                                            |
|-----------------------|----------------------------------|----------------------------------|--------------------------------------------|
| Build cost<br>\$5.7m  | Running cost a year<br>\$412,628 | Trading income a year<br>\$1.1m  | Cost recovery<br>259.6%                    |
| Permanent jobs<br>107 | Construction person-years<br>537 | Players reached a year<br>10,200 | Annual social and economic value<br>\$8.4m |

## 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 professional stadiums (Priority 18) | 1     | Step 7 | \$5.5m     | \$385,000    | \$930,000      | 85   |

Units are allocated with an equal floor for every eligible county and the remainder shared in proportion to census population. Kisumu carries 6 units in total, returns \$1.462 of annual social and economic value for every dollar of build cost, and pays back that capital in value in 8 months.

## What it costs to produce a professional here

|                                |                                           |                                    |                                  |
|--------------------------------|-------------------------------------------|------------------------------------|----------------------------------|
| Cost of living index<br>x1.406 | Cost per academy player a year<br>\$3,388 | Cost per professional<br>\$189,754 | Against England<br>11.5x cheaper |
|--------------------------------|-------------------------------------------|------------------------------------|----------------------------------|

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 \$118,744 a year, enough to fund 0.63 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  | 2.34x            |

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](http://kickstartkenyafootball.org)