

County business case

Meru County

Generated 20 August 2026. Population 1,545,714 at the 2019 KNBS census, about 1,910,499 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 \$6.9m	Running cost a year \$544,628	Trading income a year \$1.2m	Cost recovery 218.7%
Permanent jobs 129	Construction person-years 649	Players reached a year 22,200	Annual social and economic value \$18.1m

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
Indoor football arenas	1	Step 4	\$1.2m	\$132,000	\$120,000	22
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. Meru carries 7 units in total, returns \$2.618 of annual social and economic value for every dollar of build cost, and pays back that capital in value in 5 months.

What it costs to produce a professional here

Cost of living index x0.789	Cost per academy player a year \$1,901	Cost per professional \$106,483	Against England 20.4x 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 \$114,772 a year, enough to fund 1.08 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	4.18x

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](#)