

The National Rollup

Every county's recommended programme totalled in one view: players reached, land needed, capex, opex and the revenue it could earn. The eighteen counties prioritised for the professional game are totalled separately from all forty-seven, because they answer different questions.

The 18 strategic counties — 18 counties

Measure	Total
Players reached	255,600
Land needed, acres	342.9
Capex	\$110,160,900
Opex a year	\$8,219,304
Potential revenue a year	\$20,000,304
Operating surplus a year	\$11,781,000
Cost recovery	243.3%
Payback period	9.4 years
Economic and social value a year	\$209,058,822
Value per dollar spent	1.898
Jobs	2,058
Teams	2,712
Short of Brazil	6,954
Cost to close the Brazil gap	\$876,753,500

The counties carrying the most people and the most output, where the professional game starts.

All 47 counties — 47 counties

Measure	Total
Players reached	551,400
Land needed, acres	793.9
Capex	\$180,342,350
Opex a year	\$14,124,516
Potential revenue a year	\$33,373,016
Operating surplus a year	\$19,248,500
Cost recovery	236.3%
Payback period	9.4 years
Economic and social value a year	\$450,794,818
Value per dollar spent	2.5
Jobs	3,798
Teams	6,250
Short of Brazil	12,052

Measure	Total
Cost to close the Brazil gap	\$1,492,734,250
The full grassroots and professional programme, every county that hosts a unit.	

Worst served first

Ranked by how many facilities a county is still short of Brazil's own published density per million people, after everything proposed here is built. Worst served first, with what closing that gap would cost to build at our own researched unit costs.

County	Players	Land, acres	Capex	Opex a year	Revenue a year	Short of Brazil	Cost to close
Nairobi (P18)	22,200	20.05	\$6,920,050	\$544,628	\$1,191,128	1,130	\$145,132,500
Kiambu (P18)	22,200	20.05	\$6,920,050	\$544,628	\$1,191,128	619	\$78,730,000
Nakuru (P18)	22,200	20.05	\$6,920,050	\$544,628	\$1,191,128	553	\$70,506,750
Kakamega (P18)	22,200	20.05	\$6,920,050	\$544,628	\$1,191,128	477	\$61,323,500
Bungoma (P18)	22,200	20.05	\$6,920,050	\$544,628	\$1,191,128	426	\$54,468,000
Meru (P18)	22,200	20.05	\$6,920,050	\$544,628	\$1,191,128	393	\$49,340,500
Kilifi (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	371	\$47,300,750
Machakos (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	363	\$46,532,750
Kisii	10,200	15.55	\$2,420,050	\$203,628	\$461,128	322	\$40,637,250
Mombasa (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	307	\$39,269,500
Uasin Gishu (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	295	\$36,013,500
Narok (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	294	\$35,917,500
Kisumu (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	293	\$35,821,500
Kitui (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	289	\$35,437,500
Homa Bay	10,200	15.55	\$2,420,050	\$203,628	\$461,128	288	\$35,341,500
Kajiado (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	283	\$34,933,750
Migori (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	283	\$34,933,750
Murang'a (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	268	\$33,493,750
Siaya	10,200	15.55	\$2,420,050	\$203,628	\$461,128	252	\$32,030,000
Makueni	10,200	15.55	\$2,420,050	\$203,628	\$461,128	251	\$31,934,000
Trans Nzoia	10,200	15.55	\$2,420,050	\$203,628	\$461,128	251	\$31,934,000
Turkana	10,200	15.55	\$2,420,050	\$203,628	\$461,128	234	\$28,270,250
Kericho	10,200	15.55	\$2,420,050	\$203,628	\$461,128	228	\$27,694,250
Busia (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	226	\$27,502,250
Nandi	10,200	15.55	\$2,420,050	\$203,628	\$461,128	224	\$27,310,250
Bomet	10,200	15.55	\$2,420,050	\$203,628	\$461,128	221	\$27,022,250
Kwale	10,200	15.55	\$2,420,050	\$203,628	\$461,128	219	\$26,830,250
Mandera	10,200	15.55	\$2,420,050	\$203,628	\$461,128	219	\$26,830,250
Garissa	10,200	15.55	\$2,420,050	\$203,628	\$461,128	212	\$26,230,500
Wajir	10,200	15.55	\$2,420,050	\$203,628	\$461,128	198	\$24,886,500

County	Players	Land, acres	Capex	Opex a year	Revenue a year	Short of Brazil	Cost to close
Nyeri	10,200	15.55	\$2,420,050	\$203,628	\$461,128	190	\$22,086,750
Baringo	10,200	15.55	\$2,420,050	\$203,628	\$461,128	167	\$19,951,000
Nyandarua	10,200	15.55	\$2,420,050	\$203,628	\$461,128	160	\$19,279,000
West Pokot	10,200	15.55	\$2,420,050	\$203,628	\$461,128	156	\$18,895,000
Embu	10,200	15.55	\$2,420,050	\$203,628	\$461,128	153	\$18,607,000
Kirinyaga	10,200	15.55	\$2,420,050	\$203,628	\$461,128	153	\$18,607,000
Nyamira	10,200	15.55	\$2,420,050	\$203,628	\$461,128	152	\$18,511,000
Vihiga	10,200	15.55	\$2,420,050	\$203,628	\$461,128	148	\$18,127,000
Laikipia	10,200	15.55	\$2,420,050	\$203,628	\$461,128	129	\$14,271,250
Marsabit	10,200	15.55	\$2,420,050	\$203,628	\$461,128	114	\$12,903,500
Elgeyo Marakwet	10,200	15.55	\$2,420,050	\$203,628	\$461,128	112	\$12,711,500
Tharaka Nithi	10,200	15.55	\$2,420,050	\$203,628	\$461,128	96	\$11,247,750
Taita Taveta (P18)	10,200	18.55	\$5,720,050	\$412,628	\$1,071,128	84	\$10,095,750
Tana River	10,200	15.55	\$2,420,050	\$203,628	\$461,128	77	\$7,319,750
Samburu	10,200	15.55	\$2,420,050	\$203,628	\$461,128	74	\$7,104,000
Isiolo	10,200	15.55	\$2,420,050	\$203,628	\$461,128	64	\$6,144,000
Lamu	10,200	15.55	\$2,420,050	\$203,628	\$461,128	34	\$3,264,000

Allocation, costs and value are evidence-led research estimates published for challenge. No site has been surveyed, agreed or contracted.