

Football-development research pack

Building Kenya's grassroots and professional game

Generated 03 October 2026 from live data. Kenya's population is tracked from the Worldometer estimate (58,924,305 today) against the 2019 KNBS census base of 47,564,296; every county and per-capita figure below is the census value multiplied by 1.238835.

Capital required \$180.3m	Annual social and economic value \$253.6m	Value per dollar built \$1.43	Players served each year 309,000
Permanent jobs 3,495	Construction person-years 16,682	Coaching and referee places 4,522	Organised matches a year 99,476

Why the numbers hold

Kenya moves billions through betting slips and \$5.50bn through diaspora transfers every year. The whole build programme costs \$177.9m — 10.1% of annual betting spend and 3.3% of annual remittances. Valued with the same items the Football Association uses in England and the Football Association of Wales uses in Wales — participant spending, workforce, volunteering, healthcare savings and wellbeing — re-priced for Kenyan incomes and Kenyan health spending, the programme returns \$820.86 of value per player per year and matches its capital in social and economic value in 0.7 years.

What the money builds

Facility	Units	Players	Jobs	Teams	Annual value
Stackable 5-a-side and futsal courts	40	96,000	120	960	\$78.1m
Community 11-a-side pitch upgrades	47	84,600	188	846	\$69.0m
Indoor football arenas	6	72,000	132	480	\$58.5m
County academies and coach education	47	56,400	423	1,222	\$46.3m
Modular professional stadiums (Priority 18)	18	0	1,530	144	\$966,958
Modular county stadiums (remaining counties)	29	0	1,102	174	\$778,938

Where the value comes from

Item	Kind	Per player / volunteer	Annual value
Participant spending (kit, boots, fees, travel)	Direct economic	\$74.25	\$22.9m
Workforce and club operating spend	Direct economic	\$250.71	\$77.5m
Volunteering time	Direct economic	\$447.67	\$2.8m
Healthcare savings	Health	\$46.42	\$14.3m
Wellbeing and life satisfaction	Social	\$298.68	\$92.3m
Wider social value (education, crime, cohesion)	Social	\$141.77	\$43.8m

The ten largest counties by population

Jobs, teams and health savings are allocated by each county's share of the 2019 census population, with professional club jobs allocated only across the counties the Kenya Premier League has identified.

County	Population 2019	Population today	Jobs	Teams	Health saving	Total value
Nairobi	4,397,073	5,447,248	428	354	\$1.3m	\$23.4m
Kiambu	2,417,735	2,995,175	235	194	\$729,049	\$12.9m
Nakuru	2,162,202	2,678,612	211	174	\$651,995	\$11.5m
Kakamega	1,867,579	2,313,622	182	150	\$563,154	\$10.0m
Bungoma	1,670,570	2,069,561	163	134	\$503,747	\$8.9m
Meru	1,545,714	1,914,885	151	124	\$466,098	\$8.2m
Kilifi	1,453,787	1,801,002	142	117	\$438,378	\$7.8m
Machakos	1,421,932	1,761,539	138	114	\$428,772	\$7.6m
Kisii	1,266,860	1,569,431	52	102	\$382,012	\$6.8m
Mombasa	1,208,333	1,496,925	118	97	\$364,363	\$6.4m

The professional game

Eighteen licensed professional clubs at Kenyan staffing levels employ around 990 people directly before matchday casuals, media, transport and hospitality. Eighteen clubs playing 468 league matches a year in front of 177,840 paying spectators. Kenya's 54 documented professionals already carry an estimated \$88.4m of career value with almost no domestic development infrastructure; 150 professionals at comparable West and North African rates is \$525.0m.

Wider returns: tax, tourism, education and GDP

At Kenya's own rates — 16% VAT, a blended 14% effective PAYE on football wages and 30% corporation tax on facility trading profit — the programme returns about \$17.8m a year to the Exchequer, recovering the full capital cost in 10.0 years of tax receipts alone. Football tourism adds \$30.2m a year from 42,000 visiting supporters, diaspora fixtures, regional tournaments and altitude training camps. 2,400 school and college places run through the club and academy pathways, alongside 2,719 coaching and 1,803 match-official qualifications. Together with the grassroots and professional game, that is \$283.9m of measured annual activity — 0.236% of GDP and 0.067% of GDP at purchasing power parity, from a sector that barely registers in the national accounts today.

Method, assumptions and sources

Method (same items and formulas as the FA and FAW studies, re-priced for Kenya): per-participant value (Kenya) = per-participant value (England/Wales) x affordability factor The FA's 2021 SROI report values English grassroots football at GBP 10.16bn a year: participant consumption, workforce, volunteering, healthcare savings and wider social value. The FAW's 2021 UEFA SROI study prices the same items for a country of Kenya-comparable playing numbers: 90,000 players and 18,000 volunteers producing GBP 553m a year. We take the FAW per-player and per-volunteer unit values because the population base is closer to what these facilities can serve, then re-price them for Kenya: cash items by GDP per capita PPP ratio, healthcare savings by health spend per capita ratio, and wellbeing at the UK rate discounted for income (Green Book style), because a healthy, connected life is not worth eleven times less in Nairobi than in Cardiff.

Grassroots social and economic value method and unit values — The FA, The social and economic value of grassroots football in England (SROI, 2021). <https://www.thefa.com/-/media/thefacom-new/files/get-involved/2021/fa-sroi-report.ashx>

Per-player and per-volunteer benchmark for a comparable playing base — Football Association of Wales / UEFA, Social return on investment of Welsh football (2021). <https://www.uefa.com/news-media/news/0272-145999d87145-d32d378835ee-1000-investment-in-grassroots-football-adds-up-for-wales-economy/>

Tax rates applied to wages, trading profit and VAT-rated spend — Kenya Revenue Authority published rates (16% VAT, PAYE bands, 30% corporation tax). <https://www.kra.go.ke/>

Average spend per international visitor, used for football tourism — Kenya Tourism Board / Ministry of Tourism annual tourism performance reports. <https://ktb.go.ke/>

Valuation framework for wellbeing and health outcomes — HM Treasury Green Book (2018 supplementary guidance), as used by both studies.

<https://www.gov.uk/government/publications/the-green-book-appraisal-and-evaluation-in-central-government>

Affordability re-pricing factors (GDP per capita PPP, health spend per capita) — World Bank and IMF country indicators, Kenya and United Kingdom. <https://data.worldbank.org/country/kenya>

2019 base population, county demographics and households — KNBS 2019 Population and Housing Census.

<https://www.knbs.or.ke/reports/kenya-census-2019/>

Live national population estimate and growth rate — Worldometer live Kenya population counter (UN World Population Prospects, 2024 revision).

<https://www.worldometers.info/world-population/kenya-population/>

Every cost and value figure in this document is a labelled estimate published for challenge. Nothing here is a committed budget or an awarded contract.
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