

Recommended steps · The National Game

# Embu County

Generated 05 October 2026. Population 608,599 at the 2019 KNBS census. Outside the Priority 18. Statutory fees are published rates; build, wage and operating costs are our own estimates, published so they can be argued with. Nothing here is a quotation or an awarded contract.

|                             |                                  |                          |                           |
|-----------------------------|----------------------------------|--------------------------|---------------------------|
| One-off cost<br>\$913,000   | Running cost a year<br>\$196,000 | Five-year cost<br>\$1.9m | Steps<br>1                |
| Courts and pitches<br>3 / 1 | Academies<br>1                   | Modular stadiums<br>1    | Sunday-league teams<br>51 |

## The order, and what each step costs here

| # | Step                         | Months | One-off   | A year    |
|---|------------------------------|--------|-----------|-----------|
| 1 | Not A Camp Base County — Yet | —      | \$913,000 | \$196,000 |

# Not A Camp Base County — Yet

Embu sits outside the Priority 18, so no Harambee Stars camp base is proposed here at this stage. The county still feeds the national pathway through its own clubs, courts and academy.

## The work

- Build the county game first: courts, leagues, coaches and an academy.
- Feed players into the nearest corridor county's professional club and camp base.
- Bring forward a proposal if you can make the case for a base in Embu.

## What you end up with

- A route into the nearest camp base
- An open invitation to argue for one here

## What it costs in Embu

| Line                                  | When       | Cost      |
|---------------------------------------|------------|-----------|
| Camp base if the case is made in Embu | One-off    | \$913,000 |
| Running cost a year if built          | Every year | \$196,000 |

**One-off \$913,000 · every year \$196,000**

## How other professional clubs in the Premier League developed

Infrastructure funding follows demonstrated demand and delivery capacity. Make the case and the county moves up the list. — FIFA Forward development funding: <https://www.fifa.com/en/campaigns/fifa-forward>

# How the steps and the prices were set

Statutory fees are published rates. Build, wage and operating costs are our own estimates for Embu, sized from its census population and its share of the national allocation. Nothing here is a quotation, a budget or an awarded contract.

- The FA / Muckle LLP — Incorporation and legal structures for football clubs:  
<https://www.muckle-llp.com/what-we-do/sectors/sports/the-football-association/fa-bitesize-guides/fa-bitesize-incorporation-legal-structures/>
- England Football — Facilities guidance and technical standards: <https://www.englandfootball.com/participate/leagues-and-clubs/Facilities-Guidance>
- England Football — England Football Accreditation for clubs: <https://www.englandfootball.com/participate/leagues-and-clubs/england-football-accreditation>
- Football Foundation — Funding route, feasibility and the AGP framework: <https://footballfoundation.org.uk/looking-for-funding>
- Football Foundation — Pavilions and changing rooms guide: <https://footballfoundation.org.uk/support-article/pavilions-changing-rooms-guide>
- EFL — Youth Development Rules and academy licensing: <https://www.efl.com/yd-rules-season-2024-25.pdf>
- Independent Football Regulator — Operating licence rules for English clubs:  
<https://www.regulationtomorrow.com/2026/07/independent-football-regulator-publishes-final-licensing-rules-and-guidance/>
- Business Registration Service — Kenya companies registry fee schedule: <https://brs.go.ke/fee-schedule-companies-registry/>
- KIPi — Trade mark fees, local and foreign:  
<https://www.kipi.go.ke/sites/default/files/KIPi/Acts%20and%20Regulations/trade%20mark%20fees%20local%20and%20foreign.pdf>
- Citizen Digital — FKF club licensing: the five pillars and quarterly audits:  
<https://citizen.digital/article/club-licensing-fkf-tells-teams-to-put-house-in-order-as-deadline-looms-n368273>
- Mozart Sport — FKF youth team requirements for club licensing:  
<https://www.mozzartsport.co.ke/football/news/football-kenya-federation-unveils-youth-team-registration-requirements-for-club-licensing/44032>
- NEMA — Environmental impact assessment licensing, Kenya: <https://www.nema.go.ke/>

Can you deliver any of this better, or cheaper, or sooner? Send a proposal at [kickstartkenyafootball.com/proposals](https://kickstartkenyafootball.com/proposals) and reference this county and step.