

Recommended steps · The Grassroots Game

## Kakamega County

Generated 04 October 2026. Population 1,867,579 at the 2019 KNBS census. Inside the Priority 18, ranked 4. 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><b>\$1.5m</b>      | Running cost a year<br><b>\$139,571</b> | Five-year cost<br><b>\$2.2m</b> | Steps<br><b>8</b>                 |
| Courts and pitches<br><b>3 / 1</b> | Academies<br><b>1</b>                   | Modular stadiums<br><b>1</b>    | Sunday-league teams<br><b>156</b> |

### The order, and what each step costs here

| # | Step                                          | Months     | One-off  | A year   |
|---|-----------------------------------------------|------------|----------|----------|
| 1 | County Football Plan and Partnership          | 0–4        | \$13,200 | —        |
| 2 | Constituted, Safeguarded and Accredited Clubs | 3–10       | \$13,010 | \$7,400  |
| 3 | Courts and Pitch Upgrades                     | 6–24       | \$1.4m   | —        |
| 4 | Leagues and Organised Competition             | 9 onwards  | —        | \$19,236 |
| 5 | Coaching, Refereeing and Volunteers           | 6 onwards  | \$59,868 | \$11,000 |
| 6 | Schools, Girls and Inclusion                  | 12 onwards | —        | \$33,500 |
| 7 | Talent Pathway Into The Professional Club     | 12 onwards | \$52,800 | \$22,000 |
| 8 | Operating Model and Maintenance               | 18 onwards | —        | \$46,435 |

# County Football Plan and Partnership

Find out what already exists in the county before proposing anything new, and agree who does what with the people who own the land.

## The work

- Audit every playable pitch, school field and open space in Kakamega, with condition and access.
- Agree a memorandum with the county government and the FKF county branch.
- Publish a county football development plan with a five-year facility priority list.
- Map the demand: schools, existing weekend leagues, women's teams, refugee and disability groups.

## What you end up with

- A published plan for Kakamega
- A signed county partnership
- A ranked facility priority list

## What it costs in Kakamega

| Line                                       | When    | Cost    |
|--------------------------------------------|---------|---------|
| Pitch and facility audit across the county | One-off | \$7,200 |
| County government and FKF branch agreement | One-off | \$1,500 |
| County football development plan           | One-off | \$4,500 |

**One-off \$13,200 · no running cost**

## How other professional clubs in the Premier League developed

In England no facility grant moves unless the project appears in the Local Football Facility Plan for that area. This step is that plan. — Football Foundation local facility planning: <https://footballfoundation.org.uk/looking-for-funding>

# Constituted, Safeguarded and Accredited Clubs

Make the community clubs real organisations with adults accountable for children's safety.

## The work

- Constitute and register about 39 community clubs with officers and bank accounts.
- Train and vet a safeguarding officer at every club, with a reporting route that works.
- Run an accreditation standard: constitution, safeguarding, coaching, first aid, insurance.
- Register every player and team on Kenya Connect.

## What you end up with

- About 39 accredited clubs
- A safeguarding officer in every club
- Every player registered

## What it costs in Kakamega

| Line                                              | When       | Cost    |
|---------------------------------------------------|------------|---------|
| Constitutions and registration for about 39 clubs | One-off    | \$7,410 |
| Safeguarding training, vetting and reporting line | One-off    | \$5,600 |
| County accreditation scheme and audits            | Every year | \$3,000 |
| Club insurance support                            | Every year | \$4,400 |

**One-off \$13,010 · every year \$7,400**

## How other professional clubs in the Premier League developed

England gates funding and league entry on accreditation: governance, safeguarding and qualified coaching. Same gate here. — England Football Accreditation: <https://www.englishfootball.com/participate/leagues-and-clubs/england-football-accreditation>

# Courts and Pitch Upgrades

Put surfaces on the ground that survive the rains and can be played on every day of the week.

## The work

- Build 3 stackable five-a-side and futsal courts, fenced, floodlit and drained.
- Upgrade 1 community eleven-a-side ground with drainage, goals, line marking and changing provision.
- Deliver 1 indoor football arena for year-round play.
- Train a local maintenance team during the build, not after it.

## What you end up with

- 3 courts and 1 upgraded ground
- A 3.0:1 small-sided to full-size ratio
- A trained county maintenance team

## What it costs in Kakamega

| Line                                      | When    | Cost     |
|-------------------------------------------|---------|----------|
| 3 stackable five-a-side and futsal courts | One-off | \$71,250 |
| 1 eleven-a-side pitch upgrade             | One-off | \$96,000 |
| 1 indoor football arena                   | One-off | \$1.2m   |

**One-off \$1.4m · no running cost**

## How other professional clubs in the Premier League developed

A full-size 3G pitch in England costs £800,000 to £1.5m with floodlights and groundworks, and takes a 16-week build. Kenya's cost base is a fraction of that. — Football Foundation AGP framework and costs: <https://footballfoundation.org.uk/looking-for-funding>

# Leagues and Organised Competition

Give every team a fixture list, because unstructured football does not hold players.

## The work

- Run about 13 divisions of twelve, home and away, for roughly 156 teams.
- Publish fixtures, results and tables so the season means something.
- Appoint referees to every fixture and run a discipline process.
- Add a girls' and women's division from the first season, not the third.

## What you end up with

- 13 divisions of twelve
- 4,056 matches a year
- A published table and discipline record

## What it costs in Kakamega

| Line                                            | When       | Cost    |
|-------------------------------------------------|------------|---------|
| League administration, fixtures and results     | Every year | \$6,500 |
| Match balls, kit and match fees for 156 teams   | Every year | \$5,304 |
| Referee appointments and discipline process     | Every year | \$3,432 |
| Registration platform and county office support | Every year | \$4,000 |

**No one-off cost · every year \$19,236**

## How other professional clubs in the Premier League developed

Sanctioned leagues, registered players and appointed referees are what turn pitches into participation in England. Facilities alone do not. — England Football leagues and clubs: <https://www.EnglandFootball.com/participate/leagues-and-clubs/Facilities-Guidance>

# Coaching, Refereeing and Volunteers

Train the adults. A court with no coach is a car park with lines on it.

## The work

- Put 140 people through CAF and FKF entry coaching badges, weighted towards women.
- Run referee courses and mentor new officials through their first season.
- Train first aid and pitchside response at every club.
- Train groundskeeping so the surfaces last their design life.

## What you end up with

- Badged coaches in every club
- Enough referees to cover the fixture list
- Trained groundstaff

## What it costs in Kakamega

| Line                                      | When       | Cost     |
|-------------------------------------------|------------|----------|
| CAF and FKF entry coaching badge cohorts  | One-off    | \$30,888 |
| Referee courses and mentoring             | One-off    | \$12,480 |
| First aid and pitchside response training | One-off    | \$9,000  |
| Groundskeeping training and tools         | One-off    | \$7,500  |
| Continuing coach development              | Every year | \$11,000 |

**One-off \$59,868 · every year \$11,000**

## How other professional clubs in the Premier League developed

Accredited English clubs must have qualified, safeguarded coaches on every team. It is the cheapest quality control there is. — England Football coaching and accreditation pathway: <https://www.englandfootball.com/participate/leagues-and-clubs/england-football-accreditation>

# Schools, Girls and Inclusion

Reach the children who will never walk into a club on their own.

## The work

- Link every court to the schools within walking distance, with timetabled hours.
- Run a girls' league and reserve equal court hours for it.
- Run disability football and, where the county hosts camps, refugee sessions.
- Feed the orphans' and community programmes into the same fixture list.

## What you end up with

- Timetabled school hours on every court
- A girls' league from season one
- Disability and refugee provision

## What it costs in Kakamega

| Line                                        | When       | Cost     |
|---------------------------------------------|------------|----------|
| Schools link programme and timetabled hours | Every year | \$14,000 |
| Girls' and women's league                   | Every year | \$11,000 |
| Disability and refugee sessions             | Every year | \$8,500  |

**No one-off cost · every year \$33,500**

## How other professional clubs in the Premier League developed

Community use is a funding condition in England, not a nice-to-have. Same rule applies to every court proposed here. — England Football facilities and community use: <https://www.englishfootball.com/participate/leagues-and-clubs/Facilities-Guidance>

# Talent Pathway Into The Professional Club

Connect the county's weekend football to the professional academy above it, so talent does not have to move to Nairobi at fourteen.

## The work

- Run 1 county academy and coach-education centre as a centre of excellence.
- Hold open county trials on a published calendar, scouted against agreed criteria.
- Agree a written route into the professional club's 10–14 and 15–21 teams.
- Keep education in the deal: no player leaves school to chase a trial.

## What you end up with

- 1 county academy
- A written route into the professional club
- Schooling kept in the pathway

## What it costs in Kakamega

| Line                                        | When       | Cost     |
|---------------------------------------------|------------|----------|
| 1 county academy and coach-education centre | One-off    | \$52,800 |
| Trials, scouting and travel                 | Every year | \$12,500 |
| Education support and tutoring              | Every year | \$9,500  |

One-off \$52,800 · every year \$22,000

## How other professional clubs in the Premier League developed

England's academy system is graded, audited and tied to education. The county centre is the entry rung of the same idea. — EFL Youth Development Rules: <https://www.efl.com/yd-rules-season-2024-25.pdf>

# Operating Model and Maintenance

Pay for the upkeep out of the site's own income, so year six looks like year one.

## The work

- Sell evening and weekend court hours at local prices, with subsidised school and girls' hours.
- Employ a county maintenance team across all the sites.
- Hold a sinking fund for surface replacement at the end of design life.
- Publish income against running cost every year for every site.

## What you end up with

- Running costs covered by court income
- A funded replacement cycle
- Published site accounts

## What it costs in Kakamega

| Line                                | When       | Cost     |
|-------------------------------------|------------|----------|
| Maintenance and utilities, 3 courts | Every year | \$10,200 |
| Maintenance and utilities, 1 pitch  | Every year | \$5,200  |
| Surface replacement sinking fund    | Every year | \$10,035 |
| County operations staff             | Every year | \$21,000 |

**No one-off cost · every year \$46,435**

## How other professional clubs in the Premier League developed

English business plans must show operating costs and income from real data. A facility with no maintenance model is a facility with a five-year life. — Football Foundation pavilions and operating guidance: <https://footballfoundation.org.uk/support-article/pavilions-changing-rooms-guide>

# How the steps and the prices were set

Statutory fees are published rates. Build, wage and operating costs are our own estimates for Kakamega, 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.