

Proposed steps · The National Game

# Meru County

Generated 20 August 2026. Population 1,545,714 at the 2019 KNBS census. Inside the Priority 18, ranked 7. 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>\$920,800</b>   | Running cost a year<br><b>\$246,000</b> | Five-year cost<br><b>\$2.2m</b> | Steps<br><b>6</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>129</b> |

## The order, and what each step costs here

| # | Step                                         | Months     | One-off   | A year    |
|---|----------------------------------------------|------------|-----------|-----------|
| 1 | County Selection Base Agreement              | 0–5        | \$7,800   | —         |
| 2 | Pitches To International Dimensions          | 6–18       | \$168,000 | \$26,000  |
| 3 | Residential, Catering and Recovery           | 12–26      | \$519,000 | \$21,000  |
| 4 | Conditioning, Gym and Analysis               | 18–30      | \$226,000 | —         |
| 5 | Camps, Age Groups and The Women's Pathway    | 24 onwards | —         | \$175,000 |
| 6 | Qualification, Selection and What It Returns | 30 onwards | —         | \$24,000  |

# County Selection Base Agreement

Agree with FKF and the county that this is where national call-ups from this catchment train, so nobody has to move to Nairobi to be seen.

## The work

- Agree a hosting memorandum for Meru with FKF and the county government.
- Confirm the site alongside the professional club's base, so pitches and medical rooms are shared.
- Publish the selection catchment: which county clubs, academies and weekend leagues feed it.
- Write the release protocol with the county's professional club, so club and country do not clash.

## What you end up with

- A named county camp base
- A published catchment
- A club-and-country release protocol

## What it costs in Meru

| Line                                         | When    | Cost    |
|----------------------------------------------|---------|---------|
| Hosting agreement, legal and county sign-off | One-off | \$4,200 |
| Catchment mapping and scouting criteria      | One-off | \$3,600 |

**One-off \$7,800 · no running cost**

## How other professional clubs in the Premier League developed

England runs a single national base but licenses regional training venues to standard. Kenya's geography argues for eighteen bases rather than one. — England Football facilities guidance: <https://www.englandfootball.com/participate/leagues-and-clubs/Facilities-Guidance>

# Pitches To International Dimensions

Give the squad a surface a competitive international can actually be prepared on.

## The work

- Build or upgrade two FIFA-dimension grass pitches with irrigation and drainage.
- Set a maintenance regime and train the groundstaff who will hold it.
- Reserve camp weeks in the county calendar so club and county fixtures still get played.

## What you end up with

- Two camp-standard pitches
- A protected camp calendar

## What it costs in Meru

| Line                                    | When       | Cost      |
|-----------------------------------------|------------|-----------|
| Two pitches to international dimensions | One-off    | \$168,000 |
| Groundstaff and pitch maintenance       | Every year | \$26,000  |

**One-off \$168,000 · every year \$26,000**

## How other professional clubs in the Premier League developed

Premier League clubs hold their training pitches to the same standard as the match pitch. A camp base cannot do less. — FIFA football turf and pitch standards: <https://www.fifa.com/technical/football-technology/standards/football-turf>

# Residential, Catering and Recovery

Let a player sleep, eat and recover at the base instead of travelling on a matchday minus one.

## The work

- Deliver a 30-bed residential block for senior and age-group camps.
- Fit a catering and nutrition kitchen to camp standard.
- Fit a medical, recovery and rehabilitation suite, shared with the county academy.
- Put screening, insurance and return-to-play protocols in place.

## What you end up with

- A residential camp base
- Medical and rehabilitation on site
- Camp nutrition to one standard

## What it costs in Meru

| Line                                       | When       | Cost      |
|--------------------------------------------|------------|-----------|
| Residential block, 30 beds                 | One-off    | \$320,000 |
| Medical, recovery and rehabilitation suite | One-off    | \$145,000 |
| Catering and nutrition kitchen             | One-off    | \$54,000  |
| Screening, insurance and medical supplies  | Every year | \$21,000  |

**One-off \$519,000 · every year \$21,000**

## How other professional clubs in the Premier League developed

English academies are audited on medical, education and welfare provision, not just coaching. A national camp base is judged the same way. — EFL Youth Development Rules: <https://www.efl.com/yd-rules-season-2024-25.pdf>

# Conditioning, Gym and Analysis

Use Kenya's own altitude and heat as an advantage, and give the staff somewhere to work.

## The work

- Fit a strength and conditioning gym sized for a full squad.
- Fit an analysis, meeting and media room so camps do not run out of hotels.
- Build altitude and heat conditioning provision: highland counties for altitude, coastal for heat.
- Agree a shared conditioning programme with the county's professional club.

## What you end up with

- A squad-sized gym
- An analysis and media room
- Altitude or heat conditioning on site

## What it costs in Meru

| Line                                     | When    | Cost     |
|------------------------------------------|---------|----------|
| Strength and conditioning gym            | One-off | \$88,000 |
| Analysis, meeting and media room         | One-off | \$62,000 |
| Altitude and heat conditioning provision | One-off | \$76,000 |

**One-off \$226,000 · no running cost**

## How other professional clubs in the Premier League developed

Premier League clubs treat conditioning and analysis space as core, not optional. Kenya's climate range is a competitive asset few nations have. — England Football facilities guidance: <https://www.englandfootball.com/participate/leagues-and-clubs/Facilities-Guidance>

# Camps, Age Groups and The Women's Pathway

Run the base hard: senior, age-group, women's and rehabilitation camps, all year.

## The work

- Run about 120 camp days a year across senior, age-group and rehabilitation work.
- Give the Starlets and the women's age groups equal camp days from the first season.
- Hold open county trials on a published calendar, scouted against agreed criteria.
- Keep the catchment playing: about 129 weekend teams and the county club stay the base of it.

## What you end up with

- 120 camp days a year
- Equal women's camp days
- A published trials calendar

## What it costs in Meru

| Line                                               | When       | Cost     |
|----------------------------------------------------|------------|----------|
| Camp costs: senior, age-group and women's call-ups | Every year | \$78,000 |
| Centre staff: manager, groundstaff, physio, cook   | Every year | \$63,000 |
| Utilities, water and maintenance                   | Every year | \$34,000 |

**No one-off cost · every year \$175,000**

## How other professional clubs in the Premier League developed

England's licensing regime asks clubs to prove resources for what they have promised. A camp base with no camp calendar is a building, not a programme. —

Independent Football Regulator licensing:

<https://www.regulationtomorrow.com/2026/07/independent-football-regulator-publishes-final-licensing-rules-and-guidance/>

# Qualification, Selection and What It Returns

Judge the whole case on the pitch: a squad picked from eighteen catchments, not one city.

## The work

- Publish selection numbers by county each year, so the pathway can be audited.
- Target AFCON qualification as the measure of whether the county pathway worked.
- Play home qualifiers in graded county grounds, not only in Nairobi.
- Report the transfer, sell-on and solidarity income coming back to the academies that raised players.

## What you end up with

- Published selection by county
- Home qualifiers outside Nairobi
- Academy income from every sale

## What it costs in Meru

| Line                                             | When       | Cost     |
|--------------------------------------------------|------------|----------|
| Selection reporting, scouting network and travel | Every year | \$24,000 |

**No one-off cost · every year \$24,000**

## How other professional clubs in the Premier League developed

FIFA Forward money is released against delivered infrastructure and reported outcomes. That is the standard this stage is written to. — 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 Meru, 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.