Recommended steps · The Grassroots Game

Murang'a County

Generated 18 November 2026. Population 1,056,640 at the 2019 KNBS census. Inside the Priority 18, ranked 13. 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	Running cost a year	Five-year cost	Steps
$283,994	**$135,763**	**$962,809**	**8**
Courts and pitches	**Academies**	**Modular stadiums**	**Sunday-league teams**
3 / 1	**1**	**1**	**88**

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	$9,780	$7,400
3	Courts and Pitch Upgrades	6–24	$167,250	—
4	Leagues and Organised Competition	9 onwards	—	$15,428
5	Coaching, Refereeing and Volunteers	6 onwards	$40,964	$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

INDICATIVE ESTIMATES ONLY — BUILD COSTS SUBJECT TO SURVEY AND DETAILED COSTING, LAND SUBJECT TO A REGISTERED VALUER'S REPORT AND AN OFFICIAL SEARCH.

Step 1 · month 0–4

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 Murang'a, 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 Murang'a
- A signed county partnership
- A ranked facility priority list

What it costs in Murang'a

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

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Step 2 · month 3–10

Constituted, Safeguarded and Accredited Clubs

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

The work

- Constitute and register about 22 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 22 accredited clubs
- A safeguarding officer in every club
- Every player registered

What it costs in Murang'a

Line	When	Cost
Constitutions and registration for about 22 clubs	One-off	$4,180
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 $9,780 · 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.englandfootball.com/participate/leagues-and-clubs/england-football-accreditation

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Step 3 · month 6–24

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.
- 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 Murang'a

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

One-off $167,250 · 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

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Step 4 · month 9 onwards

Leagues and Organised Competition

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

The work

- Run about 8 divisions of twelve, home and away, for roughly 88 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

- 8 divisions of twelve
- 2,288 matches a year
- A published table and discipline record

What it costs in Murang'a

Line	When	Cost
League administration, fixtures and results	Every year	$6,500
Match balls, kit and match fees for 88 teams	Every year	$2,992
Referee appointments and discipline process	Every year	$1,936
Registration platform and county office support	Every year	$4,000

No one-off cost · every year $15,428

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

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Step 5 · month 6 onwards

Coaching, Refereeing and Volunteers

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

The work

- Put 79 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 Murang'a

Line	When	Cost
CAF and FKF entry coaching badge cohorts	One-off	$17,424
Referee courses and mentoring	One-off	$7,040
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 $40,964 · 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

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Step 6 · month 12 onwards

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 Murang'a

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.englandfootball.com/participate/leagues-and-clubs/Facilities-Guidance

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Step 7 · month 12 onwards

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 Murang'a

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

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Step 8 · month 18 onwards

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 Murang'a

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

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How the steps and the prices were set

Statutory fees are published rates. Build, wage and operating costs are our own estimates for Murang'a, 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
• Mozzart 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 and reference this county and step.