

THE TRUE COST OF 11v11 ADULT FOOTBALL IN KENT



WHAT TO CONSIDER WHEN STARTING A NEW 11v11 ADULT TEAM?



£650 KIT & EQUIPMENT



£108 LEAGUE FEES



£131 KENT FA AFFILIATION



£68 FIRST AID KIT & TRAINING

AVERAGE COST **£957.00**

DID YOU KNOW?

COST IS THE BIGGEST BARRIER FOR 18-24 YEAR OLD PLAYING SPORT

INCOME OPPORTUNITIES FOR TEAMS



PLAYER MATCH
FEES



PLAYER ANNUAL
MEMBERSHIP FEE



SPONSORSHIP



FUNDRAISING



GOVERNING BODIES
& LOCAL AUTHORITY
FUNDING

DID YOU KNOW?

AVERAGE COST PER GAME FOR
AN 11v11 ADULT PLAYER IS £8



58%

OF 11v11 ADULT
TEAMS HAVE
CONSIDERED
FOLDING DUE
TO COSTS

71%

OF 11v11 ADULT
FOOTBALL TEAMS
BELIEVE FINANCE IS
THE REASON FOR
DECLINE IN
THE GAME

6/10

THE RATING
GIVEN BY 11v11
ADULT TEAMS WHEN
ASKED
“IS ADULT FOOTBALL
VALUE FOR MONEY”

£12,000

THE AVERAGE
SURPLUS FUNDS
HELD BY
KENT ADULT
LEAGUES

24

THE AVERAGE 11v11
ADULT TEAM SQUAD

HOW MUCH DOES THE AVERAGE 11v11 ADULT HOME GAME COST?

MISCELLANEOUS

I.E. WASHING KIT

MATCH OFFICIALS

PITCH & FACILITIES

£18.00

£32.00

£69.00

TOTAL
£119.00

DID YOU KNOW?

11v11 ADULT TEAM PAYS AN AVERAGE OF £229
IN DISCIPLINE FINES PER SEASON

IS PAYING TO PLAY 11v11 ADULT FOOTBALL VALUE FOR MONEY?



£12

CINEMA
TRIP



£32

MONTHLY GYM
MEMBERSHIP



£9

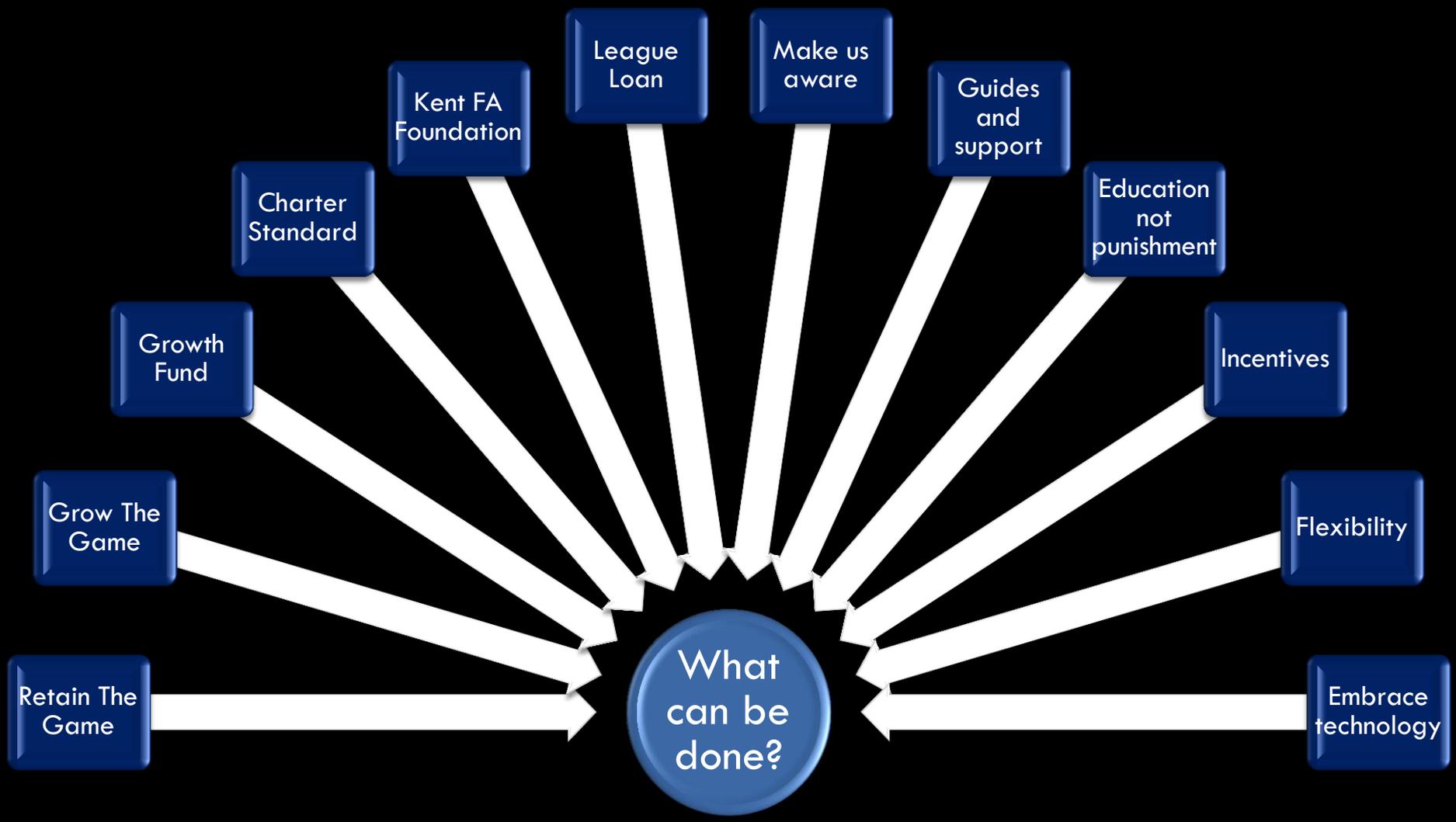
CYCLING
PER WEEK



£18

MONTHLY TV FOOTBALL
SUBSCRIPTION





Insanity is doing the same thing, over and over again, but expecting different results.

Albert Einstein