



This **Value for Money (VfM)** statement is designed to meet the rigorous standards of public sector funding bodies (such as the Arts Council or West Yorkshire Combined Authority). It frames the **Kirklees Most Wanted (KMW)** project as a high-efficiency regional "Creative Accelerator."

Value for Money (VfM) Statement: Kirklees Most Wanted (KMW)

1. Executive Summary: The Efficiency of the KMW Model

The Kirklees Most Wanted project demonstrates an exceptional return on investment by functioning as a centralized PR agency, production house, and talent scout for the regional music economy. Based on an initial public investment of **£11,000**, the project has generated an estimated **Gross Economic Impact of £205,393**.

This represents a **Value for Money ratio of 18.7:1**. For every **£1.00** of funding, the project delivers **£18.67** in direct and indirect economic value to the Kirklees district.

2. The "Three Es" Assessment

Economy (Minimizing Input Costs)

KMW leverages local partnerships (Live Vibrations Studios, local venues, and freelance networks) to deliver professional services at a fraction of commercial rates. By utilizing a "hub-and-spoke" model, the project avoids high overheads, ensuring that the majority of the budget directly benefits the local creative workforce and artist development.

Efficiency (Inputs to Outputs)

The project's ability to convert a modest budget into high-volume professional assets is a key performance indicator:

- **Professional Press Packages:** 130 artists received interviews and reviews (Market Value: **£65,000**).
- **High-End Content Creation:** 11 live studio sessions produced (Market Value: **£3,850**).
- **Digital Reach:** Targeted social media promotion for 30 high-potential acts (Market Value: **£15,000**).

Effectiveness (Outcomes & Impact)



The project directly stimulates the **Night-Time Economy (NTE)** and local hospitality sectors:

- **Venue Vitality:** 40 performances in 100-capacity venues, driving an estimated **£65,968** in ticket sales and secondary spend (bar/food).
- **Talent Retention:** By providing a "professional ladder" within Kirklees, the project prevents "talent drain" to nearby hubs like Manchester or Leeds, keeping creative capital within the borough.

3. Market Replacement & Social Value

KMW provides a critical "Market Replacement" service. For an independent artist to achieve the same level of exposure via private PR and production companies, they would face prohibitive costs. By removing this barrier, KMW democratizes the music industry in Kirklees, fostering an **Inclusive Economy**.

Metric	Project Output	Market Unit Cost	Total Market Value
Artist PR & Press	130 Campaigns	£500	£65,000
Live Studio Sessions	11 Productions	£350	£3,850
Direct Wages (Freelance/Artist)	30 roles & 40 gigs	Mixed	£19,650
Hospitality Revenue	2,800 Attendees	£23.56 (Spend/Tix)	£65,968



Social Media Promo	30 Artists	£500	£15,000
Secondary Booking/SROI	Misc. follow-on	N/A	£35,925

4. Conclusion

The Kirklees Most Wanted project is a high-impact, low-subsidy initiative. It successfully bridges the gap between grassroots creativity and professional commercial viability. Its ability to generate **over £200,000** in total value from an **£11,000** grant makes it a benchmark for efficient cultural investment in Northern England.