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Award

Change the Script 3

Social Work England

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-079151

Procurement identifier (OCID): ocids-h6vhtk-05ed86

Published 3 December 2025, 8:05am

Scope

Reference

SWE10539

Description

Building on phases 1 and 2 of the Change the Script campaign, which reached 52 million people, this third phase tackles low public respect and misconceptions about social work's professional status. Market research after phase 2 showed significant positive shifts in perceptions, including a 279% increase in people recognising that social workers empower others.

This phase will spotlight social workers in settings not typically associated with the profession, such as hospitals, demonstrating social work's vital role across society. The campaign objective is to increase public understanding, recognition and trust of social work as a regulated profession, aligning with Social Work England's strategic aims to maintain public confidence.

While not directly a recruitment or retention campaign, by shifting perceptions the initiative creates a more positive environment that may influence career consideration and

professional retention.

Using GCS evaluation methodology and the bi-annual social work survey, the campaign will measure shifts in public understanding and professional sentiment.

Contract 1. Change the Script 3

Supplier

- KINDRED AGENCY LIMITED

Contract value

- £72,454 excluding VAT
- £86,944.80 including VAT

Below the relevant threshold

Earliest date the contract will be signed

3 December 2025

Contract dates (estimated)

- 3 December 2025 to 30 June 2026
- 6 months, 29 days

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services

Contract locations

- UKC - North East (England)
- UKD - North West (England)
- UKE - Yorkshire and the Humber
- UKF - East Midlands (England)
- UKG - West Midlands (England)
- UKH - East of England
- UKI - London
- UKJ - South East (England)
- UKK - South West (England)

Procedure

Procedure type

Below threshold - without competition

Supplier

KINDRED AGENCY LIMITED

- Companies House: 07387574
- Public Procurement Organisation Number: PGHX-9625-YMHV

C/O Sedulo London Office 605, Albert House, 256-260 Old Street

London, United Kingdom

EC1V 9DD

United Kingdom

Email: kindrednewbiz@kindredagency.com

Website: <https://kindredagency.com/>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Change the Script 3

Contracting authority

Social Work England

- Public Procurement Organisation Number: PZYZ-1666-HXBQ

1 North Bank, Blonk Street

Sheffield

S3 8JY

United Kingdom

Contact name: Wayne Kehoe

Email: tenders@socialworkengland.org.uk

Website: <https://www.socialworkengland.org.uk/>

Region: UKE32 - Sheffield

Organisation type: Public authority - central government