

Allied Health Professionals Base Colourway Consultation Report

Summary of Responses

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Contents

Allied Health Professionals Base Colourway Consultation Report	3
Overview	3
Results	4
Further Analysis	6
Conclusion	7



Allied Health Professionals Base Colourway Consultation Report

This report summarises the results of the Allied Health Professionals (AHPs) Base Colourway Consultation that took place from 4 January to 30 January 2023. The consultation aimed to gather feedback from AHPs on their preferred base colour for a National Uniform. The report also provides some analysis and recommendations based on the findings.

Overview

The consultation was conducted online using Smart Survey. A total of 26,804 AHPs responded to the survey, representing a response rate of 67% of the total AHP workforce in England. The survey consisted of one question, with additional questions collecting demographic data. This data was collected for the purpose of segmentation only, to enable NHS Supply Chain to check that responses represented the whole of the AHP workforce. These questions included:

1. Which of the following base colours would you prefer for your uniform? (Pale Grey , White, Dark Magenta)
2. Which of the following best describes you? (Female, Male, Non-binary, Prefer not to say, Prefer to self-describe)
3. Select your age group from the following: (16-20, 21-30, 31-40, 41-50, 51-65, 66+)
4. Please select the job title that best describes your role: (Art Therapist, Drama Therapist, Music Therapist, Chiropodist/Podiatrist, Dietitian, Occupational Therapist, Operating Department Practitioner, Orthoptist, Osteopath, Paramedic, Physiotherapist, Prosthetist and Orthotist, Radiographer, Speech and language Therapist, Support to Allied Health Professional, Other)

The survey data was analysed using descriptive statistics and cross-tabulations to examine the preferences and characteristics of the respondents.

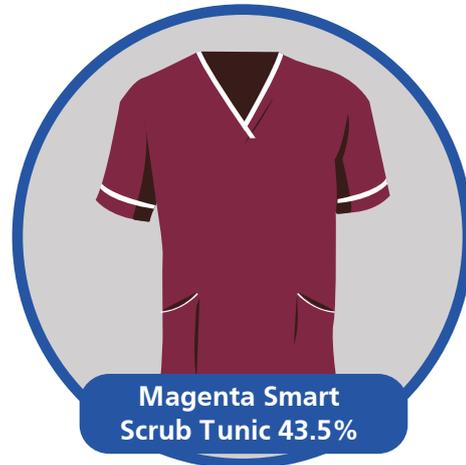


Results

The information that follows is a simple overview of responses from each question:

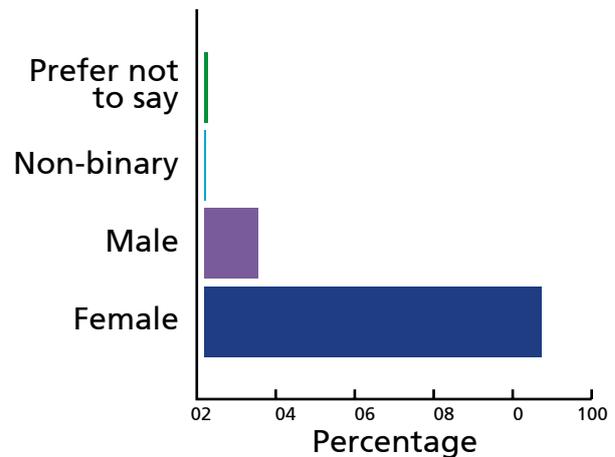
Question 1: Which of the following base colours would you prefer for your uniform?

Dark Magenta was the most favoured uniform colour, chosen as the first preference by 43.5% of respondents. White followed with 37.7%, while pale grey ranked third, preferred by 18.8%.



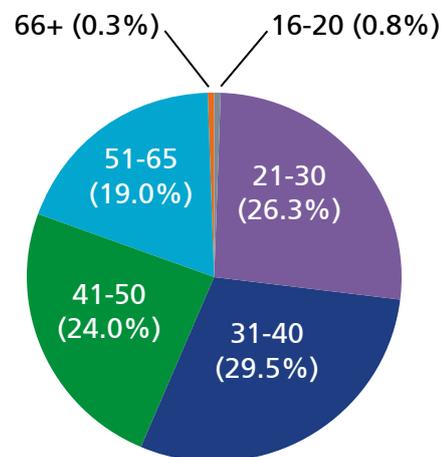
Question 2: Which of the following best describes you?

The majority of respondents identified as female (85.1%), while males represented 13.5% and Non-binary 0.4%.



Question 3: Select your age group from the following:

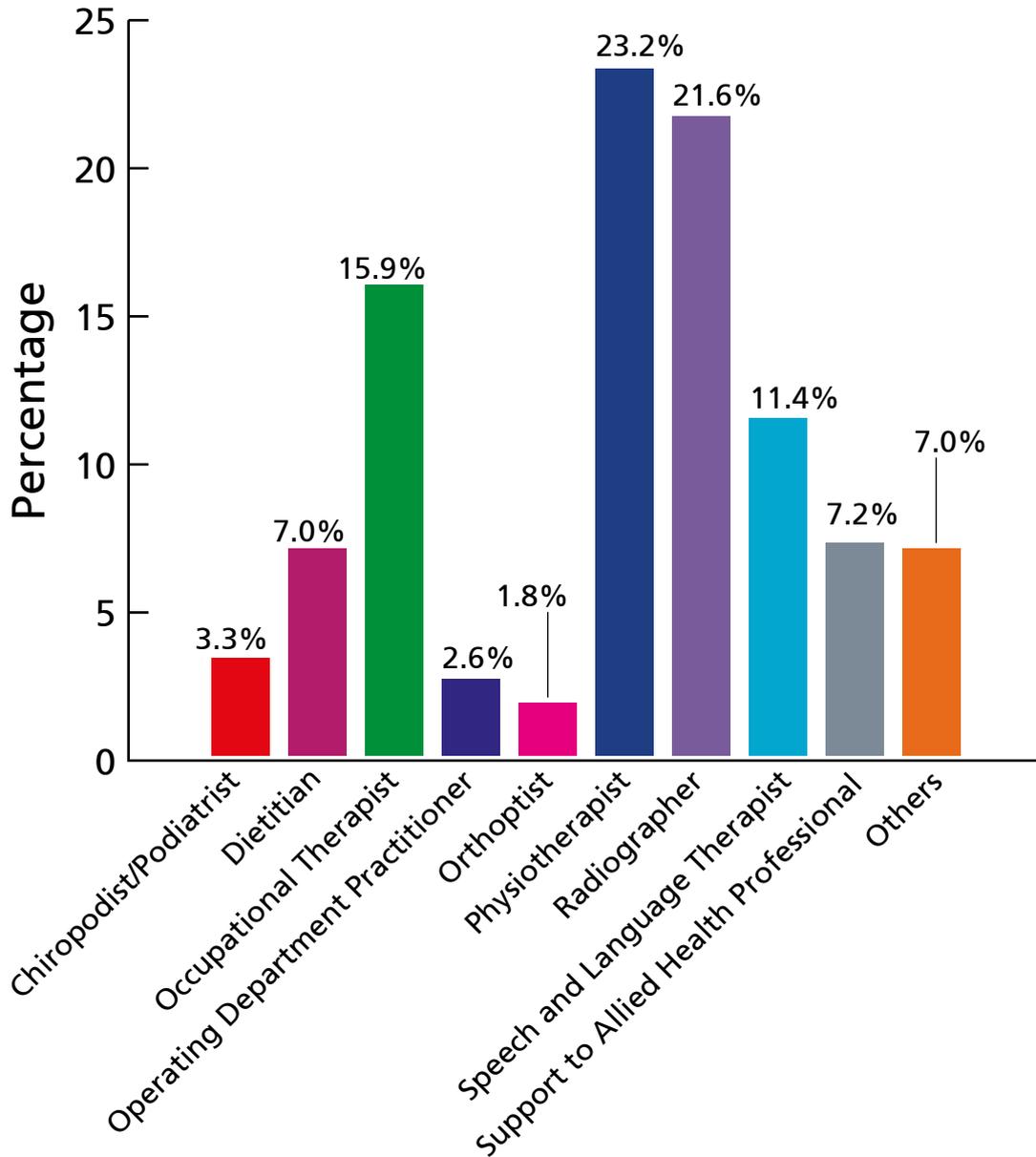
Most respondents belonged to the 31-40 (29.5%) and 21-30 (26.3%) age groups, followed by 41-50 (24%) and 51-65 (19%) age groups.



Question 4:

Please select the job title that best describes your role:

Physiotherapists and Radiographers made up the largest portion of respondents, representing 23.2% and 21.6% respectively.



Others include Art, Drama and Music Therapist, Osteopath, Paramedic, Prosthetist and Orthotist

Further Analysis

In terms of preferences broken down by demographic details and roles:

Colour Preference by Gender:

- White was more popular amongst female respondents (39.2% of first choices) compared to males (30.9% of first choices) and non-binary (25% of first choices) individuals.

Colour Preference by Age:

- Dark magenta was the favourite for younger participants aged 16-20 and 21-30 with 49.6% and 47.1% choosing it as their first preference respectively.
- White was preferred by older groups (51-65 and 66+) with 46.4% and 48.3% respectively opting for it as their first choice.

Colour Preference by Profession:

- Radiographers were more inclined to pale grey (28% of first choices) than other job roles like Physiotherapists (15.9% of first choices) and Speech and Language Therapists (13.9% of first choices).

Regional and role-specific differences also emerged:

- **Regional Preference:**

The preference for dark magenta was consistent across all regions of England, with the highest percentage of first choice votes in London (47.8%) and the lowest in Southwest (39.9%).

- **Role-Specific Preference:**

The preference for pale grey was higher among Osteopaths (40% of first choices), Prosthetists and Orthotists (36.7% of first choices), and Operating Department Practitioners (35.7% of first choices). Contrastingly, it was less preferred by Art Therapists (8.3% of first choices), Music Therapists (10% of first choices), or Drama Therapists (18.2% of first choices).



Conclusion

The AHP Colourway Consultation was a successful exercise that engaged a large number of AHPs in providing feedback on their preferred base colour for their uniform.

Of the professions responding the majority of professions first preference is for dark magenta. Two professions Physiotherapy and Occupational Therapy have a strong preference for white. Only Drama and Art therapy express any preference for pale grey, but they also have a similar preference for dark magenta.

These results were presented to the AHP representatives on the February 27, 2023, where it was clear that due to the strength of the responses it was not appropriate to adopt a single base colourway for all AHP groups as this would not reflect the professions preferences correctly. It was therefore agreed to present a choice for each profession to adopt either white or magenta as the base colour. This decision was confirmed with the AHP representatives on the 6 March 2023.

Thank you for all the responses to the AHP Colourway Consultation Report and for your continued engagement with this project.

