Annual report of the usage of the Veterans' Gateway online and mobile directory of services.

2020

ARMED FORCES
COVENANT
FUND TRUST

The Northern Hub for Veterans and Military Families Research

Analytical Methodology

Hexagonal binning

Analysis was conducted in order to normalise geographical space across the UK for mapping analysis. This was achieved through the process of aggregating and summarizing spatial data into equal sized connected hexagons. This method is referred to as hexagonal binning. Using regularly spaced hexagons for spatial analysis (opposed to irregular shaped areas such as counties, local authorities, etc.), resolves issues such as disparities in perceptions between geographical areas which vary significantly in shape and size. It is important to note the purpose of hexagonal binning is to assist in the visualization of spatial data and that the units do not have a correspondence with real-world area boundaries.

Analysis of spatial hotspots

Analysis was conducted to identify significant postcode districts which are hotspots with regards to the number of directory users. The hotspot analysis uses the Getis-Ord Gi* statistic (pronounced G-i-star) to indicate geographical areas with counts of users more pronounced than one would expect in a random distribution of users at the regional level. This method works by looking at each area within the context of neighbouring areas. The local sum of users for an area and the neighbouring areas is compared proportionally to the sum of users in all areas in the region; when the local sum differs significantly from the expected range, and when that difference is too large to be the result of random chance, a statistically significant hotspot of users is identified.

Analysis of spatial outliers

Analysis was conducted to identify significant postcode districts that are outliers with regards to the number of directory users. Outliers are postcodes districts that have a high number of users in comparison with neighbouring postcode districts. The method uses the Anselin Local Moran's I statistic to indicate whether the observed spatial outliers are more pronounced than one would expect in a random distribution of those same values. Only the postcode districts that have at least a 95% confidence level are identified as outliers.

Map of Need Covenant Officers

The geospatial directory of services is continuously updated with the collaboration of trusted partners that are responsible for a given geographical area: Covenant Officers (COs). We rely in the local knowledge of these trusted partners to make sure the directory is meaningful to each veteran community across the UK. The following table lists the current geographical coverage as of December 2020.

Map of Need Covenant Officers

UK Wide COs	Coverage
The Royal British Legion	UK
Cobseo	UK
Help For Heroes	UK
England COs	**Coverage**
Greater Manchester Combined Authority	Manchester City, Bolton, Bury, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan
Dorset Local Authority	Dorset, Poole, Christchurch
Milton Keynes, Bedford Borough, Central Bedfordshire & Luton Councils	Milton Keynes, Bedford Borough, Central Bedfordshire, Luton
Rutland County Council	Rutland, Harborough, South Kesteven
Lancashire Armed Forces Covenant Hub	Lancashire
Renewing the Covenant in the Capital	London City, Greater London
Norfolk County Council	Norfolk
Charnwood, Melton and Rushcliffe Councils	Charnwood, Melton, Rushcliffe
Wales COs	**Coverage**
Welsh Government	Wales
Northern Ireland COs	**Coverage**
The Veterans Support Office	Northern Ireland
Scotland COs	**Coverage**
To be determined by Central Scottish Government	Scotland

Key Findings – 2020

The Veterans' Gateway online and mobile directory of services provides veterans, service families and health and social care providers easy access to thousands of services, which deliver care or support to veterans and service families across the UK.

On the 1st of January 2021, the directory of services included **16,972** markers, each representing a service available to veterans or service families.

During 2020, the Veterans' Gateway online and mobile directory of services attracted **20,523** individual searches for services.
- A total of **6,366** cases were from the online Directory.
- A total of **12,879** cases were from the mobile Directory.
- Amongst the **20,523** searches, a total of **1,278** cases had users located overseas or with a null location.

Key Findings – Online directory (N= 6,366)

Table 1 provides an overview of the general criteria of online searches made UK-wide through the online directory during 2020. This table combines all searches made into general categories of search criteria.
- 'Mental Wellbeing', followed by 'Housing' and 'Employment' were the primary general online search criteria for online users located in the UK during 2020.

Table 2 provides a more detailed breakdown of the exact criteria of all online searches made UK-wide through the online directory during 2020. The top ten online search criteria accessed by online users located in the UK during 2020 are highlighted.
- 'Mental Wellbeing - Accessing Support', followed by 'Specific search for an organisation' and 'Housing - Homelessness' were the primary online search criteria.

Figures 1 to 3 illustrate the spatial distribution of all online users located across the UK during 2020, and the spatial hotspots and outliers in terms of usage.

Table 3 provides an overview of the online usage across each country/region of the UK during 2020.
- London followed by the South East and North West were the regions with the highest online usage during 2020.

Table 4 provides an overview of the 20 local authorities with the highest online usage during 2020.
- Wandsworth followed by Portsmouth and Bristol were the local authorities with the highest online usage.

Key Findings – Mobile directory (N= 12,879)

Table 5 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during 2020. This table combines all mobile searches made into general categories of search criteria.

- 'Employment', followed by 'Finances' and 'Mental Wellbeing' were the primary general mobile search criteria for users located in the UK during 2020.

Table 6 provides a more detailed breakdown of the exact criteria of all mobile searches made UK-wide through the directory during 2020. The top ten mobile search criteria accessed by users located in the UK during 2020 are highlighted.

- 'Employment - Job Seeking', followed by 'Employment - Education and Training' and 'Mental Wellbeing - Accessing Support' were the primary mobile search criteria.

Figures 5 illustrates the spatial distribution of all mobile users located across the UK during 2020.

Table 7 provides an overview of the mobile usage across each country/region of the UK during 2020.

- The South East followed by the South West and North West were the regions with the highest mobile usage during 2020.

Table 8 provides an overview of the 20 local authorities with the highest mobile usage during 2020.

- Wiltshire followed by Cornwall and County Durham were the local authorities with the highest mobile usage.

Usage of the online directory of services (Local Support) on Veterans' Gateway

Table 1. General search criteria from users located in the UK – Online directory (2020)

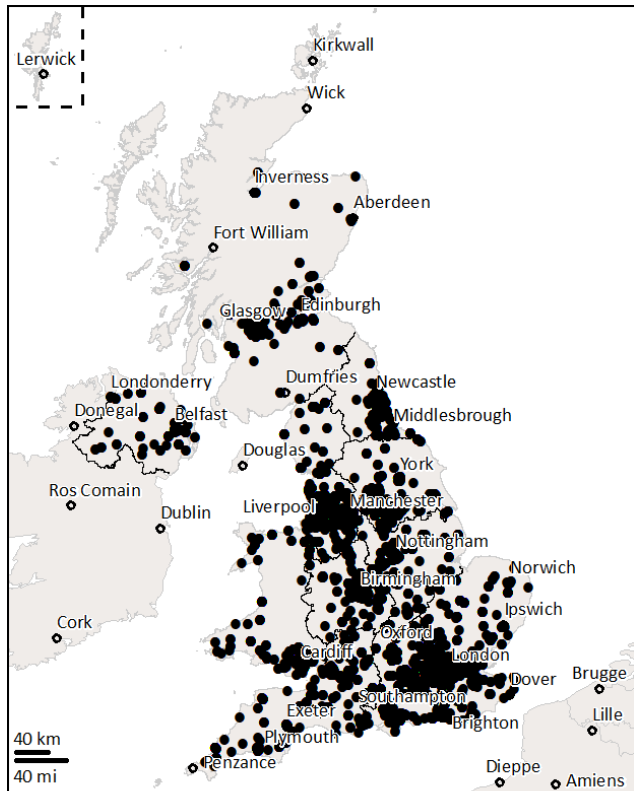| Search Criteria	Search Count	Search Percentage
Mental Wellbeing	1,481	23.26%
Housing	944	14.83%
Employment	891	14.00%
Family and Communities	653	10.26%
COVID-19 Local Support	589	9.25%
Specific search for an organisation	477	7.49%
Finances	446	7.01%
Physical Health	429	6.74%
National Charities/Organisations	216	3.39%
Legal Support and Advocacy	121	1.90%
Local Support	119	1.87%
Total	**6,366**	**100%**

Table 2. A detailed breakdown of exact search criteria from users located in the UK – Online directory, June (2020)

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	644	10.12%
Specific search for an organisation	477	7.49%
Housing - Homelessness	443	6.96%
Mental Wellbeing - Support Groups and Emotional Support	348	5.47%
Employment - Education and Training	342	5.37%
Employment - Job Seeking	330	5.18%
Housing - Housing Advice and Support	230	3.61%
Family and Communities - Support Groups and Emotional Support	225	3.53%
Mental Wellbeing - Treatment	218	3.42%
Family and Communities - Recreation	167	2.62%
Mental Wellbeing - Drug and Alcohol Services	142	2.23%
Finances - Grants	136	2.14%
COVID-19 Local Support - West Midlands	107	1.68%
Finances - Benefits	102	1.60%
Housing - Supported Living	99	1.56%
Legal Support and Advocacy - Legal Advice	94	1.48%
Family and Communities - Support for Carers	89	1.40%
Finances - Pensions and Compensation	88	1.38%
Family and Communities - Drug and Alcohol Services	74	1.16%
COVID-19 Local Support - South West	74	1.16%
Physical Health - Drug and Alcohol Services	73	1.15%
Physical Health - Support Groups and Emotional Support	71	1.12%
Employment - Volunteering	68	1.07%
COVID-19 Local Support - South East	67	1.05%
Finances - Money and Debt Advice	66	1.04%
COVID-19 Local Support - Wales	62	0.97%
Housing - Independent Living	62	0.97%
Housing - Eviction and Repossession	59	0.93%
National Charities/Organisations - ASDIC Drop In Centres	58	0.91%

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Bereavement	56	0.88%
Employment - Self Employment	56	0.88%
Physical Health - Home and Mobility Aids	54	0.85%
Physical Health - Healthcare Services	53	0.83%
Physical Health - Rehabilitation and Recovery	52	0.82%
Physical Health - GPs	51	0.80%
Employment - Support for Offenders	51	0.80%
COVID-19 Local Support - North East	51	0.80%
COVID-19 Local Support - North West	46	0.72%
Finances - Financial Services	44	0.69%
Employment - Transition	44	0.69%
Mental Wellbeing - GPs	44	0.69%
COVID-19 Local Support - East Midlands	44	0.69%
Family and Communities - Bereavement	42	0.66%
Family and Communities - GPs	39	0.61%
National Charities/Organisations - Royal British Legion	38	0.60%
COVID-19 Local Support - Yorkshire/ The Humber	36	0.57%
COVID-19 Local Support - Scotland	34	0.53%
National Charities/Organisations - SSAFA	31	0.49%
Mental Wellbeing - Sports	29	0.46%
National Charities/Organisations - Help for Heroes	28	0.44%
Physical Health - Nursing and Dementia Care	26	0.41%
COVID-19 Local Support - East of England	25	0.39%
COVID-19 Local Support - London	24	0.38%
Physical Health - Sports	23	0.36%
Housing - Nursing and Dementia Care	21	0.33%
COVID-19 Local Support - Northern Ireland	19	0.30%
Legal Support and Advocacy - Legal Aid	19	0.30%
Housing - Retirement	17	0.27%
Family and Communities - Support for the Gurkha Community	17	0.27%
Local Support - Wales	16	0.25%
Local Support - North West	14	0.22%
National Charities/Organisations - Armed Forces Covenant Fund Trust	14	0.22%
Housing - Respite Care (Day Care and Respite)	13	0.20%
Local Support - South East	13	0.20%
Local Support - East Midlands	11	0.17%
National Charities/Organisations - Citizen Advice Bureau	11	0.17%
Finances - Support for the Gurkha Community	10	0.16%
Physical Health - Blind Veterans	9	0.14%
Physical Health - Limb Loss	9	0.14%
Local Support - Yorkshire/ The Humber	9	0.14%
Local Support - North East	9	0.14%
Physical Health - End of Life Care	8	0.13%
Local Support - South West	8	0.13%
National Charities/Organisations - Mind	8	0.13%
Legal Support and Advocacy - Legal Advocacy	7	0.11%
National Charities/Organisations - Combat Stress	7	0.11%
Local Support - South West	6	0.09%
National Charities/Organisations - Legion Scotland	6	0.09%
Local Support - East of England	6	0.09%
Local Support - London	5	0.08%
Local Support - East of England	5	0.08%
National Charities/Organisations - Shelter	5	0.08%
Local Support - South East	5	0.08%
National Charities/Organisations - Blesma	5	0.08%

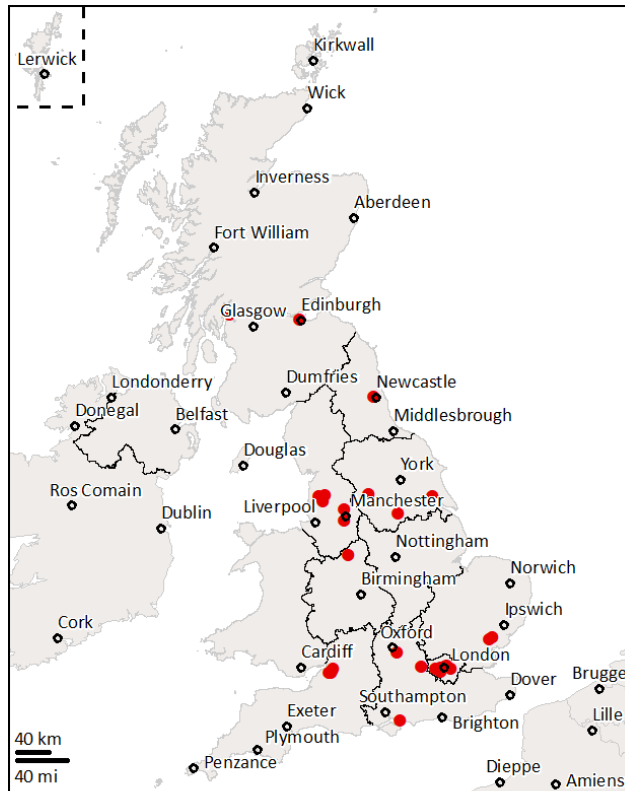| Search Criteria	Search Count	Search Percentage
National Charities/Organisations - British Red Cross	3	0.05%
Local Support - Wales	3	0.05%
National Charities/Organisations - Samaritans Branches	2	0.03%
Local Support - Scotland	2	0.03%
Local Support - West Midlands	2	0.03%
Local Support - North East	1	0.02%
Local Support - Scotland	1	0.02%
Local Support - North West	1	0.02%
Local Support - East Midlands	1	0.02%
Local Support - Yorkshire/ The Humber	1	0.02%
Legal Support and Advocacy - Support for the Gurkha Community	1	0.02%
Total	**6,366**	**100%**

Figure 1. User locations in the UK – Online directory (2020)

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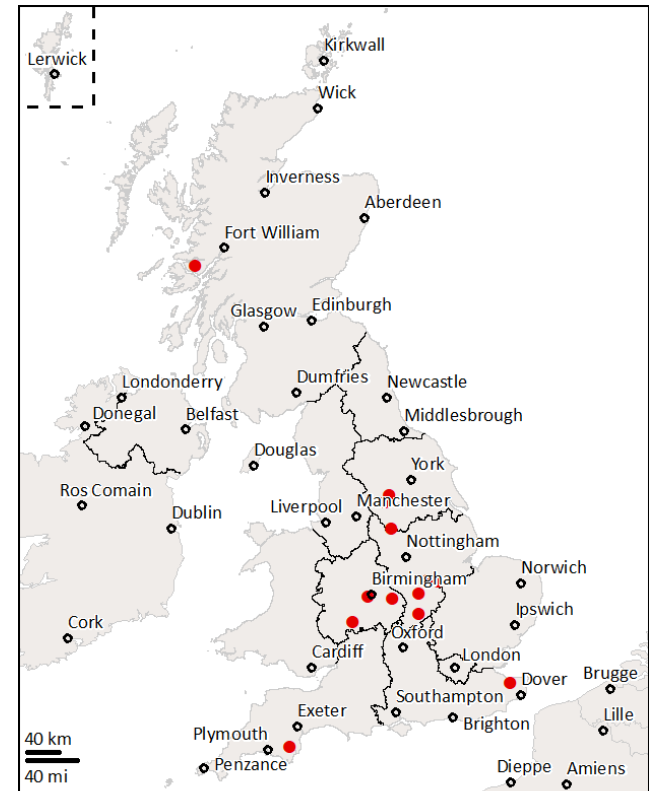*The figure above shows the location of all the postcode districts with online directory users during 2020.*

Figure 2. User hotspots in the UK – Online directory (2020)

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The figure above shows postcode districts that can be considered hotspots, because they have a high number of online directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.
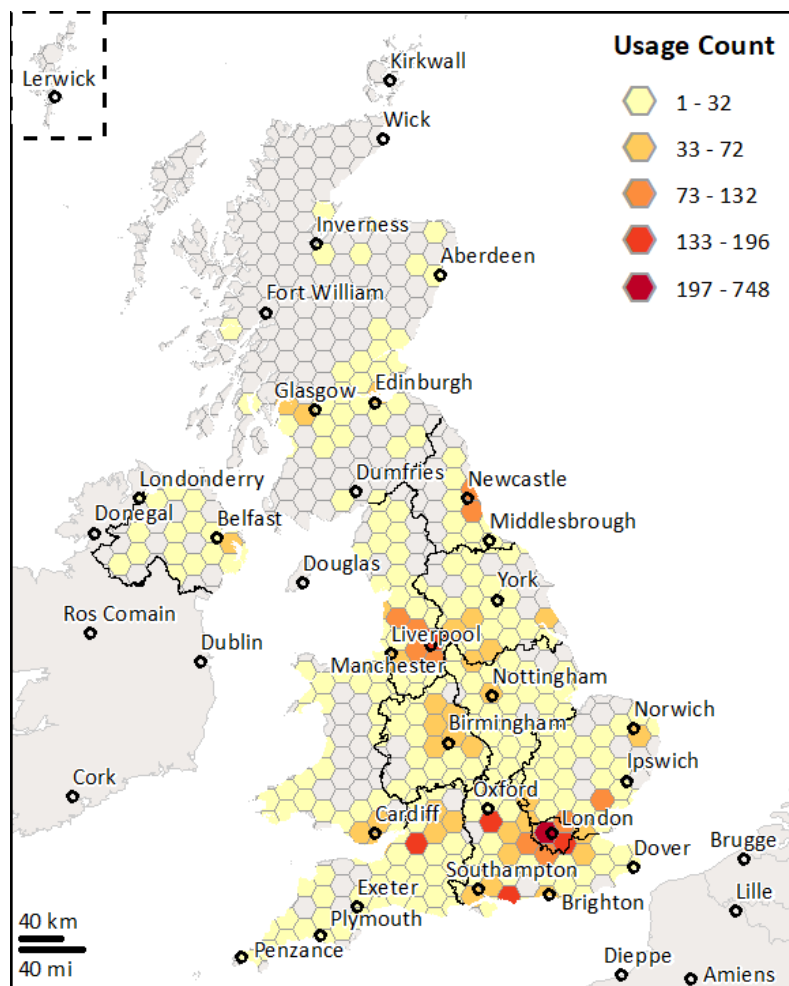
Figure 3. User outliers in the UK – Online directory (2020)

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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable to random chance.

Figure 4. User locations in the UK – Online directory (2020)

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The figure above shows the location and count of online usage across the UK. Each hexagonal area is represented with the count of online usage on that same area.

Table 3. UK regional usage – Online directory (2020)

N = 6,366

Region	Usage Count	Usage Percentage
London	1,095	17.20%
South East	1,028	16.15%
North West	855	13.43%
South West	631	9.91%
Yorkshire and The Humber	473	7.43%
East of England	455	7.15%
North East	368	5.78%
West Midlands	365	5.73%
Scotland	360	5.66%
Wales	323	5.07%
East Midlands	253	3.97%
Northern Ireland	160	2.51%

Table 4. Main local authorities for usage – Online directory (2020)

N = 6,366

Top 20 Local Authorities	Usage Count	Usage Percentage
Wandsworth	183	2.87%
Portsmouth	169	2.65%
Bristol, City of	149	2.34%
City of London	145	2.28%
South Oxfordshire	121	1.90%
Manchester	103	1.62%
Colchester	103	1.62%
Wiltshire	90	1.41%
Newcastle upon Tyne	83	1.30%
Hounslow	78	1.23%
Argyll & Bute	73	1.15%
Greenwich	70	1.10%
Glasgow City	65	1.02%
Cornwall	64	1.01%
Bury	63	0.99%
County Durham	61	0.96%
Kingston upon Hull, City of	60	0.94%
Edinburgh, City of	58	0.91%
Kensington and Chelsea	56	0.88%
Doncaster	54	0.85%

Usage of the Veterans' Gateway mobile directory of services

Table 5. General search criteria from users located in the UK – Mobile directory (2020)

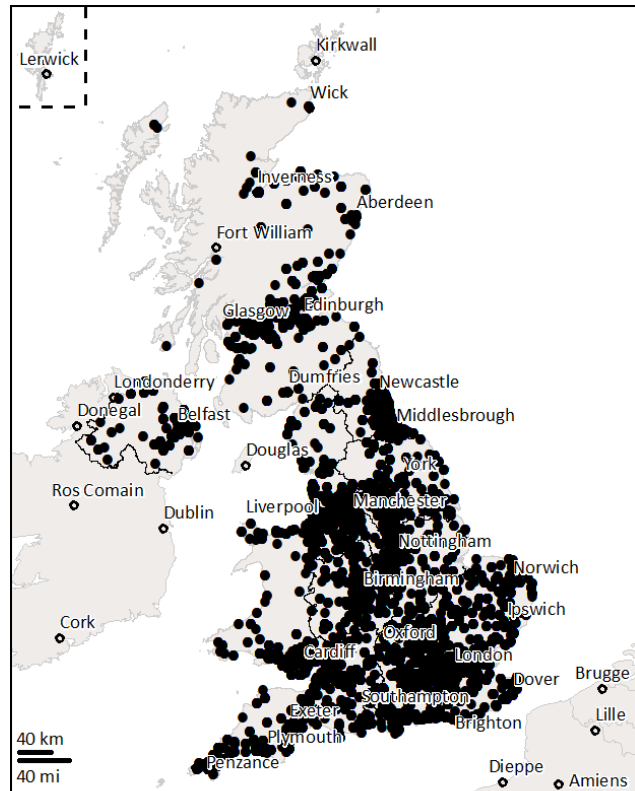| Search Criteria	Search Count	Search Percentage
Employment	3,599	27.94%
Finances	1,805	14.02%
Mental Wellbeing	1,784	13.85%
COVID-19 Local Support	1,398	10.85%
Housing	1,345	10.44%
Physical Health	1,307	10.15%
Family and Communities	571	4.43%
National Charities/Organisations	556	4.32%
Legal Support and Advocacy	282	2.19%
Specific search for an organisation	156	1.21%
Local Support	76	0.59%
Total	**12,879**	**100%**

Table 6. A detailed breakdown of exact search criteria from users located in the UK – Mobile directory (2020)

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	1,859	14.43%
Employment - Education and Training	924	7.17%
Mental Wellbeing - Accessing Support	622	4.83%
Finances - Grants	533	4.14%
Finances - Pensions and Compensation	499	3.87%
Housing - Housing Advice and Support	447	3.47%
Finances - Benefits	427	3.32%
Mental Wellbeing - Support Groups and Emotional Support	369	2.87%
Housing - Homelessness	367	2.85%
Employment - Volunteering	331	2.57%
Physical Health - Sports	285	2.21%
Physical Health - GPs	262	2.03%
Mental Wellbeing - Treatment	258	2.00%
Employment - Self Employment	252	1.96%
COVID-19 Local Support - South West	208	1.62%
Legal Support and Advocacy - Legal Advice	204	1.58%
Finances - Money and Debt Advice	194	1.51%
Physical Health - Home and Mobility Aids	189	1.47%
Mental Wellbeing - Sports	184	1.43%
Housing - Retirement	164	1.27%
National Charities/Organisations - Royal British Legion	158	1.23%
Physical Health - Rehabilitation and Recovery	156	1.21%
Specific search for an organisation	156	1.21%
Mental Wellbeing - GPs	154	1.20%
COVID-19 Local Support - North West	151	1.17%
Family and Communities - Recreation	147	1.14%
Physical Health - Support Groups and Emotional Support	145	1.13%
Employment - Transition	144	1.12%
COVID-19 Local Support - South East	143	1.11%
COVID-19 Local Support - North East	135	1.05%

Search Criteria	Search Count	Search Percentage
Finances - Financial Services	133	1.03%
COVID-19 Local Support - East of England	133	1.03%
COVID-19 Local Support - Yorkshire/ The Humber	132	1.02%
Housing - Independent Living	131	1.02%
Mental Wellbeing - Drug and Alcohol Services	125	0.97%
COVID-19 Local Support - Scotland	125	0.97%
Family and Communities - Support Groups and Emotional Support	124	0.96%
COVID-19 Local Support - East Midlands	123	0.96%
Physical Health - Healthcare Services	122	0.95%
COVID-19 Local Support - Wales	103	0.80%
Family and Communities - GPs	102	0.79%
Family and Communities - Support for Carers	94	0.73%
National Charities/Organisations - SSAFA	94	0.73%
Housing - Supported Living	92	0.71%
Employment - Support for Offenders	89	0.69%
Housing - Eviction and Repossession	80	0.62%
National Charities/Organisations - Help for Heroes	75	0.58%
COVID-19 Local Support - West Midlands	73	0.57%
Mental Wellbeing - Bereavement	72	0.56%
National Charities/Organisations - ASDIC Drop In Centres	68	0.53%
Family and Communities - Bereavement	52	0.40%
Legal Support and Advocacy - Legal Aid	46	0.36%
National Charities/Organisations - Combat Stress	43	0.33%
COVID-19 Local Support - Northern Ireland	42	0.33%
Physical Health - Drug and Alcohol Services	39	0.30%
Physical Health - End of Life Care	38	0.30%
Physical Health - Nursing and Dementia Care	37	0.29%
Housing - Nursing and Dementia Care	34	0.26%
Family and Communities - Drug and Alcohol Services	33	0.26%
Housing - Respite Care (Day Care and Respite)	30	0.23%
COVID-19 Local Support - London	30	0.23%
Legal Support and Advocacy - Legal Advocacy	28	0.22%
National Charities/Organisations - Mind	26	0.20%
Physical Health - Limb Loss	24	0.19%
National Charities/Organisations - Legion Scotland	22	0.17%
National Charities/Organisations - Armed Forces Covenant Fund Trust	22	0.17%
Family and Communities - Support for the Gurkha Community	19	0.15%
Finances - Support for the Gurkha Community	19	0.15%
National Charities/Organisations - Citizen Advice Bureau	17	0.13%
National Charities/Organisations - Blesma	13	0.10%
Physical Health - Blind Veterans	10	0.08%
Local Support - Wales	8	0.06%
Local Support - Scotland	7	0.05%
Local Support - East Midlands	6	0.05%
Local Support - Yorkshire/ The Humber	6	0.05%
National Charities/Organisations - Shelter	6	0.05%
Local Support - South East	6	0.05%
Local Support - South West	6	0.05%
National Charities/Organisations - British Red Cross	6	0.05%
Local Support - Northern Ireland	5	0.04%
National Charities/Organisations - Samaritans Branches	5	0.04%
Local Support - West Midlands	4	0.03%
Legal Support and Advocacy - Support for the Gurkha Community	4	0.03%
Local Support - London	3	0.02%
Local Support - Yorkshire/ The Humber	3	0.02%

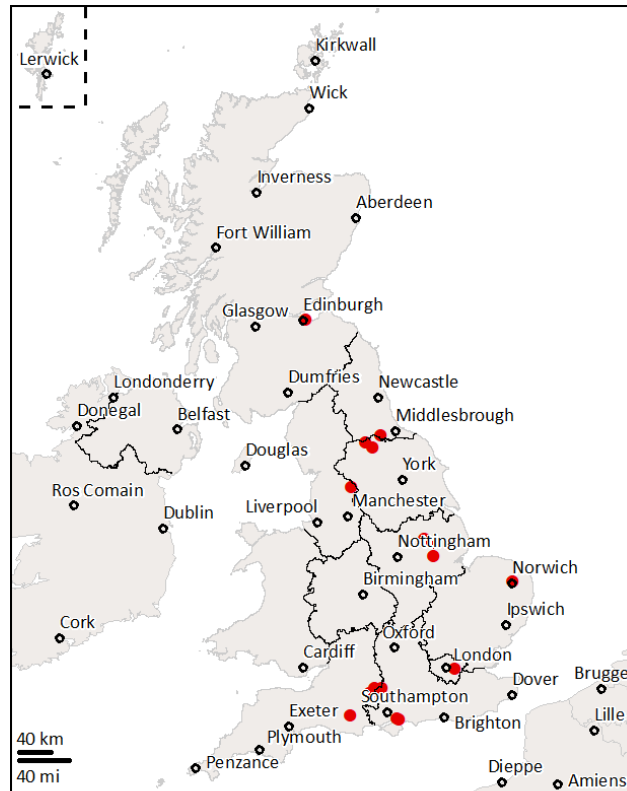| Search Criteria	Search Count	Search Percentage
Local Support - North East	3	0.02%
Local Support - South East	3	0.02%
Local Support - West Midlands	3	0.02%
Local Support - North West	2	0.02%
Local Support - East of England	2	0.02%
Local Support - Scotland	2	0.02%
Local Support - East of England	2	0.02%
Local Support - Wales	1	0.01%
National Charities/Organisations - TAFCFT	1	0.01%
Local Support - South West	1	0.01%
Local Support - North West	1	0.01%
Local Support - London	1	0.01%
Local Support - North East	1	0.01%
Total	**12,879**	**100%**

Figure 5. User locations in the UK – Mobile directory (2020)

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The figure above shows the location of all the postcode districts with mobile users during 2020.
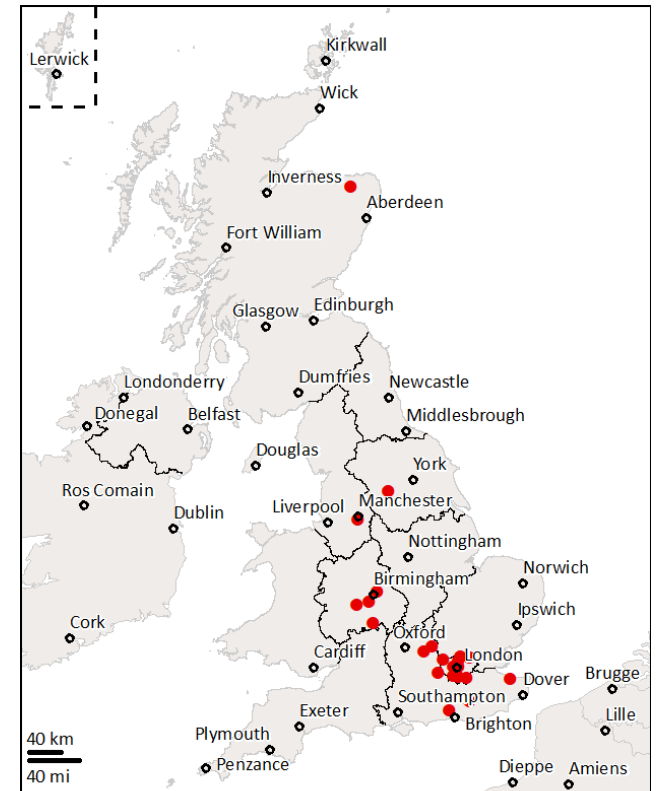
Figure 6. User hotspots in the UK – Mobile directory (2020)

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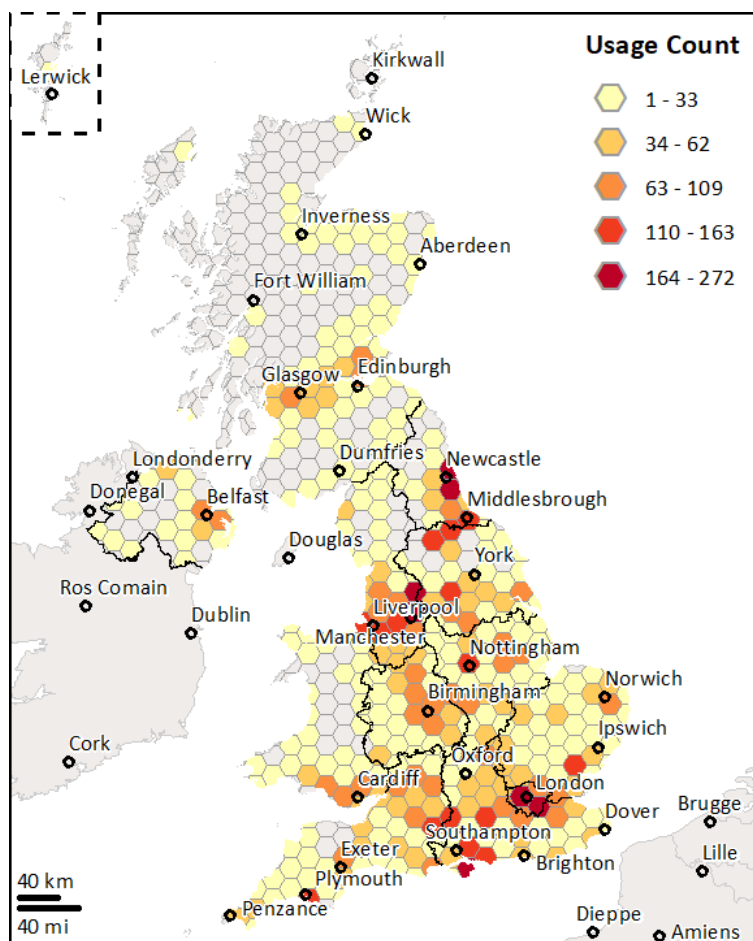
Figure 7. User outliers in the UK – Mobile directory (2020)

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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable to random chance.

Figure 8. User locations in the UK – Mobile directory (2020)

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Table 7. UK regional usage – Mobile directory, (2020)

N = 12,879

Region	Usage Count	Usage Percentage
South East	1,803	14.00%
South West	1,713	13.30%
North West	1,597	12.40%
East of England	1,137	8.83%
Yorkshire and The Humber	1,110	8.62%
Scotland	1,056	8.20%
East Midlands	1,052	8.17%
North East	1,046	8.12%
West Midlands	827	6.42%
Wales	643	4.99%
London	518	4.02%
Northern Ireland	377	2.93%

Table 8. Main local authorities for usage – Mobile directory (2020)

N = 12,879

Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	373	2.90%
Cornwall	240	1.86%
County Durham	206	1.60%
Pendle	170	1.32%
Richmondshire	152	1.18%
Plymouth	133	1.03%
Gosport	132	1.02%
Fife	130	1.01%
East Riding of Yorkshire	119	0.92%
North Tyneside	117	0.91%
Northumberland	116	0.90%
North Kesteven	115	0.89%
Leeds	110	0.85%
Sunderland	109	0.85%
Lincoln	101	0.78%
Portsmouth	99	0.77%
Edinburgh, City of	92	0.71%
Wakefield	92	0.71%
Fareham	92	0.71%
Kingston upon Hull, City of	91	0.71%

The figure above shows the location and count of mobile usage across the UK. Each hexagonal area is represented with the count of mobile usage on that same area.