

Usage of the online and mobile directory of services

December 2020

Research funded by the Armed Forces Covenant Fund Trust within the Map of Need project

**ARMED FORCES
COVENANT**

FUND TRUST

The Northern Hub for Veterans and Military Families Research



**Northumbria
University**
NEWCASTLE

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 G_i^* 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 – December 2020

The 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 December 2020, the directory attracted **1,341** individual searches for services.

- A total of **1** search was from the NHS Durham Dales social prescribing pilot project.
- A total of **291** cases were from the Veterans' Gateway Online Directory.
- A total of **680** cases were from the Veterans' Gateway Mobile Directory.
- A total of **95** cases were from the Covenant Fund Online Directory
- A total of **131** cases were from the Covenant Fund Mobile Directory.
- Amongst **1,341** searches, a total of **143** cases had users located overseas or with a null location.
- When considering all searches, 'National Charities/Organisations', followed by 'Employment' and 'Mental Wellbeing' were the primary search criteria.

Usage of the directory of services (all searches), December 2020

Table 1 provides an overview of the general criteria of searches made UK-wide through the directory of services during December 2020. This table combines all searches made into general categories of search criteria.

- 'National Charities/Organisations', followed by 'Employment' and 'Mental Wellbeing' were the primary general search criteria for users located in the UK during December 2020.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the directory of services during December 2020. The top ten search criteria accessed by users located in the UK during December 2020 are highlighted.

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

Figures 1 to 4 illustrate the spatial distribution of all directory users located across the UK during December 2020, and the spatial hotspots and outliers in terms of usage.

Table 3 provides an overview of the directory usage across each country/region of the UK during December 2020.

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

Table 4 provides an overview of the 20 local authorities with the highest usage during December 2020.

- Wiltshire followed by Leeds and County Durham were the local authorities with the highest online usage.

Veterans' Gateway Online Directory, December 2020 (N= 291)

Table 5 provides an overview of the general criteria of online searches made UK-wide through the Veterans' Gateway Online Directory during December 2020. This table combines all searches made into general categories of search criteria.

- 'Mental Wellbeing', followed by 'Finances' and 'Employment' were the primary general search criteria for Veterans' Gateway online users during December 2020.

Table 6 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the Veterans' Gateway Online Directory during December 2020. The top ten search criteria accessed by online users located in the UK during December 2020 are highlighted.

- 'Mental Wellbeing - Accessing Support', followed by 'Finances - Grants' and 'Specific Search for an Organisation' were the primary online search criteria.

Figures 5 to 7 illustrate the spatial distribution of all Veterans' Gateway Online users located across the UK during December 2020, and the spatial hotspots and outliers in terms of usage.

Table 7 provides an overview of the Veterans' Gateway Online usage across each country/region of the UK during December 2020.

- The South West followed by London and the South East were the regions with the highest online usage during December 2020.

Table 8 provides an overview of the 20 local authorities with the highest Veterans' Gateway Online usage during December 2020.

- Wandsworth followed by North Devon and Southwark were the local authorities with the highest Veterans' Gateway Online usage.

Veterans' Gateway Mobile Directory, December 2020 (N= 680)

Table 9 provides an overview of the general criteria of mobile searches made UK-wide through the Veterans' Gateway Mobile directory during December 2020. This table combines all mobile searches made into general categories of search criteria.

- 'Employment', followed by 'Mental Wellbeing' and 'Finances' were the primary Veterans' Gateway Mobile search criteria for users located in the UK during December 2020.

Table 10 provides a more detailed breakdown of the exact criteria of all mobile searches made UK-wide through the Veterans' Gateway Mobile directory during December 2020. The top ten mobile search criteria accessed by users located in the UK during December 2020 are highlighted.

- 'Employment - Job Seeking', followed by 'Employment - Education and Training' and 'Finances - Grants' were the primary mobile search criteria.

Figures 9 to 11 illustrate the spatial distribution of all Veterans' Gateway Mobile users during December 2020.

Table 11 provides an overview of the Veterans' Gateway Mobile usage across each country/region of the UK during December 2020.

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

Table 12 provides an overview of the 20 local authorities with the highest Veterans' Gateway mobile usage during December 2020.

- Leeds followed by Wealden and County Durham were the local authorities with the highest Veterans' Gateway mobile usage.

Veterans' Gateway mobile platform performance data

- Total downloads since app launch: 4,580 on Apple and 3,732 on Android.
- Number of software crashes since app launch: 16 on Apple and 138 on Android.
- Number of downloads in December: 150 on Apple and 153 on Android.
- Number of software crashes in December: 0 on Apple and 3 on Android.

Covenant Fund Online Directory, December 2020 (N= 95)

Table 13 provides an overview of the general criteria of online searches made through the Covenant Fund online directory during December 2020. This table combines all searches made into general categories of search.

- 'Improve My Wellbeing', followed by 'Get Active' and 'Improve My Skills' were the primary online search criteria for Covenant Fund online users during December 2020.

Figures 13 to 15 illustrate the spatial distribution of all Covenant Fund online users located across the UK during December 2020, and the spatial hotspots and outliers in terms of usage.

Table 14 provides an overview of the Covenant Fund online usage across each country/region of the UK during December 2020.

- The South West followed by London and the South East were the regions with the highest Covenant Fund online usage during December 2020.

Table 15 provides an overview of the 20 local authorities with the highest Covenant Fund online usage during December 2020.

- Wiltshire followed by Barnet and Rhondda Cynon Taf were the local authorities with the highest Covenant Fund online usage.

Covenant Fund Mobile Directory, December 2020 (N= 131)

Table 16 provides an overview of the general criteria of mobile searches made through the Covenant Fund mobile directory during December 2020. This table combines all mobile searches made into general categories of search criteria.

- 'Get Active', followed by 'Improve My Wellbeing' and 'Places to Go' were the primary general mobile search criteria for Covenant Fund mobile users during December 2020.

Figures 17 to 19 illustrate the spatial distribution of all Covenant Fund mobile users located across the UK during December 2020.

Table 17 provides an overview of the Covenant Fund mobile usage across each country/region of the UK during December 2020.

- The South West followed by the North West and Scotland had the highest Covenant Fund mobile usage during December 2020.

Table 18 provides an overview of the 20 local authorities with the highest Covenant Fund mobile usage during December 2020.

- Weymouth & Portland followed by Glasgow City and Perth & Kinross were the local authorities with the highest Covenant Fund mobile usage.

Covenant Fund mobile platform performance data

- Total downloads since app launch: 182 on Apple and 131 on Android.
- Number of software crashes since app launch: 0 on Apple and 0 on Android.
- Number of downloads in December: 27 on Apple and 18 on Android.
- Number of software crashes in December: 0 on Apple and 0 on Android.

Usage of the directory of services (all searches)

Table 1. General search criteria from users located in the UK – All searches, December 2020

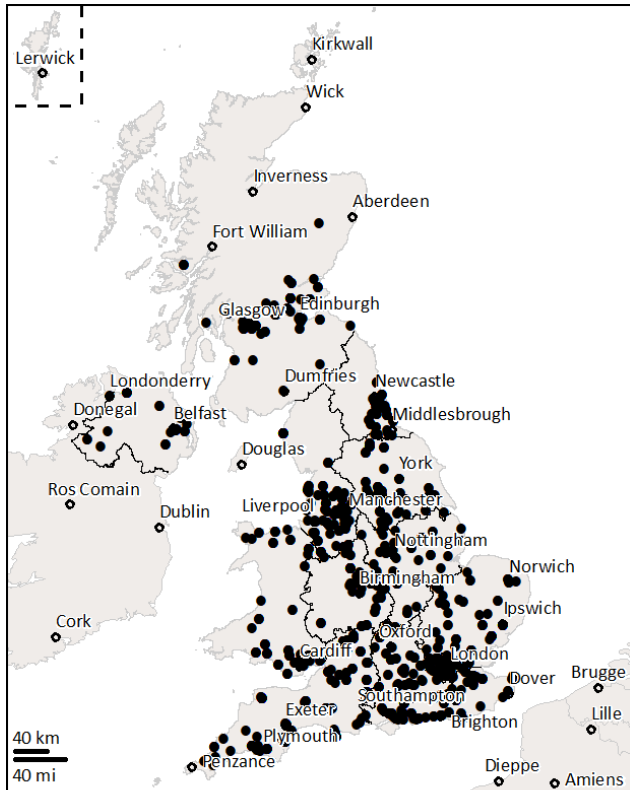
Search Criteria	Search Count	Search Percentage
National Charities/Organisations	262	21.87%
Employment	215	17.95%
Mental Wellbeing	182	15.19%
Finances	140	11.69%
Physical Health	104	8.68%
Housing	99	8.26%
COVID19 Local Support	73	6.09%
Family and Communities	61	5.09%
Specific Search for an Organisation	34	2.84%
Legal Support and Advocacy	28	2.34%
Total	1,198	100%

Table 2. A detailed breakdown of exact search criteria from users located in the UK – All searches, December 2020

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	103	8.60%
Mental Wellbeing - Accessing Support	70	5.84%
Employment - Education and Training	68	5.68%
Finances - Grants	65	5.43%
Armed Forces Covenant Fund Trust - Improve My Wellbeing	53	4.42%
Armed Forces Covenant Fund Trust - Get Active	51	4.26%
Housing - Homelessness	41	3.42%
Mental Wellbeing - Support Groups and Emotional Support	35	2.92%
Specific Search for an Organisation	34	2.84%
Armed Forces Covenant Fund Trust - Places to Go	31	2.59%
Housing - Housing Advice and Support	28	2.34%
Finances - Pensions and Compensation	26	2.17%
Armed Forces Covenant Fund Trust - Get Creative	25	2.09%
Finances - Benefits	24	2.00%
Legal Support and Advocacy - Legal Advice	23	1.92%
Mental Wellbeing - Treatment	23	1.92%
Family and Communities - Support Groups and Emotional Support	23	1.92%
Physical Health - Home and Mobility Aids	22	1.84%
Armed Forces Covenant Fund Trust - Improve My Skills	20	1.67%
COVID19 Local Support - South East	20	1.67%
Physical Health - Sports	19	1.59%
Armed Forces Covenant Fund Trust - Supporting Families & Children	18	1.50%
Mental Wellbeing - GPs	17	1.42%
Mental Wellbeing - Drug and Alcohol Services	17	1.42%
Physical Health - GPs	16	1.34%
Employment - Volunteering	16	1.34%
Armed Forces Covenant Fund Trust - Get More Specialist Help	16	1.34%
Finances - Money and Debt Advice	16	1.34%
National Charities/Organisations - ASDIC Drop In Centres	15	1.25%
Physical Health - Rehabilitation and Recovery	15	1.25%
Employment - Self Employment	13	1.09%
Physical Health - Support Groups and Emotional Support	11	0.92%
Mental Wellbeing - Sports	10	0.83%
Physical Health - Healthcare Services	10	0.83%
Mental Wellbeing - Bereavement	9	0.75%

Search Criteria	Search Count	Search Percentage
Finances - Financial Services	9	0.75%
Family and Communities - Drug and Alcohol Services	9	0.75%
Employment - Support for Offenders	9	0.75%
National Charities/Organisations - Royal British Legion	9	0.75%
Housing - Retirement	9	0.75%
COVID19 Local Support - Scotland	8	0.67%
Housing - Independent Living	8	0.67%
COVID19 Local Support - North West	8	0.67%
Family and Communities - Support for Carers	7	0.58%
Physical Health - Drug and Alcohol Services	7	0.58%
Armed Forces Covenant Fund Trust - Supporting Additional Needs	7	0.58%
Family and Communities - Bereavement	7	0.58%
National Charities/Organisations - SSAFA	6	0.50%
Employment - Transition	6	0.50%
Family and Communities - GPs	6	0.50%
Family and Communities - Recreation	6	0.50%
COVID19 Local Support - North East	6	0.50%
COVID19 Local Support - West Midlands	6	0.50%
COVID19 Local Support - Wales	6	0.50%
COVID19 Local Support - South West	5	0.42%
COVID19 Local Support - East Midlands	5	0.42%
Housing - Supported Living	5	0.42%
Housing - Eviction and Repossession	4	0.33%
Family and Communities - Support for the Gurkha Community	3	0.25%
COVID19 Local Support - East of England	3	0.25%
COVID19 Local Support - Yorkshire/ The Humber	3	0.25%
National Charities/Organisations - Blesma	3	0.25%
Legal Support and Advocacy - Legal Aid	3	0.25%
National Charities/Organisations - Help for Heroes	2	0.17%
Housing - Nursing and Dementia Care	2	0.17%
Legal Support and Advocacy - Legal Advocacy	2	0.17%
Physical Health - End of Life Care	2	0.17%
COVID19 Local Support - Northern Ireland	2	0.17%
National Charities/Organisations - Legion Scotland	2	0.17%
National Charities/Organisations - Combat Stress	2	0.17%
Housing - Respite Care (Day Care and Respite)	2	0.17%
Accessing Support - Accessing Support	1	0.08%
COVID19 Local Support - London	1	0.08%
Physical Health - Blind Veterans	1	0.08%
Physical Health - Nursing and Dementia Care	1	0.08%
National Charities/Organisations - Armed Forces Covenant Fund Trust	1	0.08%
National Charities/Organisations - Shelter	1	0.08%
Total	1,198	100%

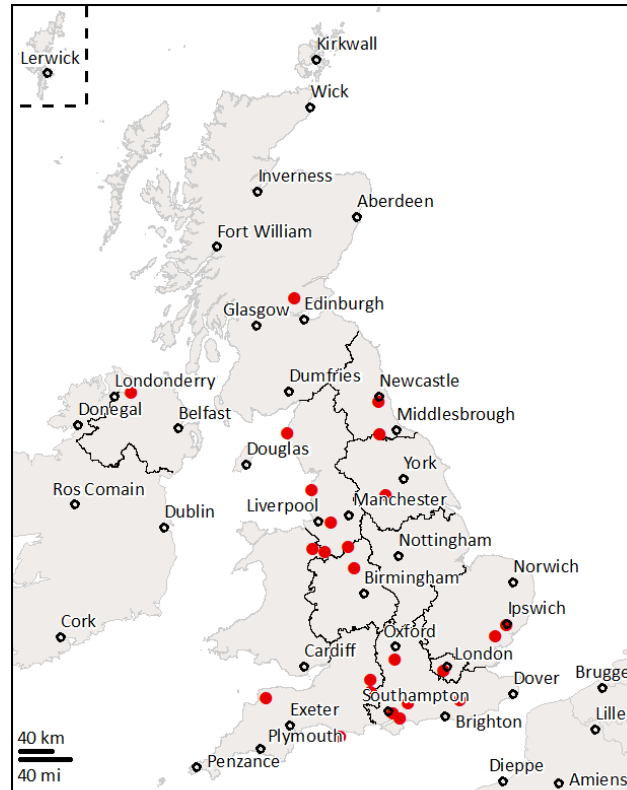
Figure 1. User locations in the UK – All searches, December 2020



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

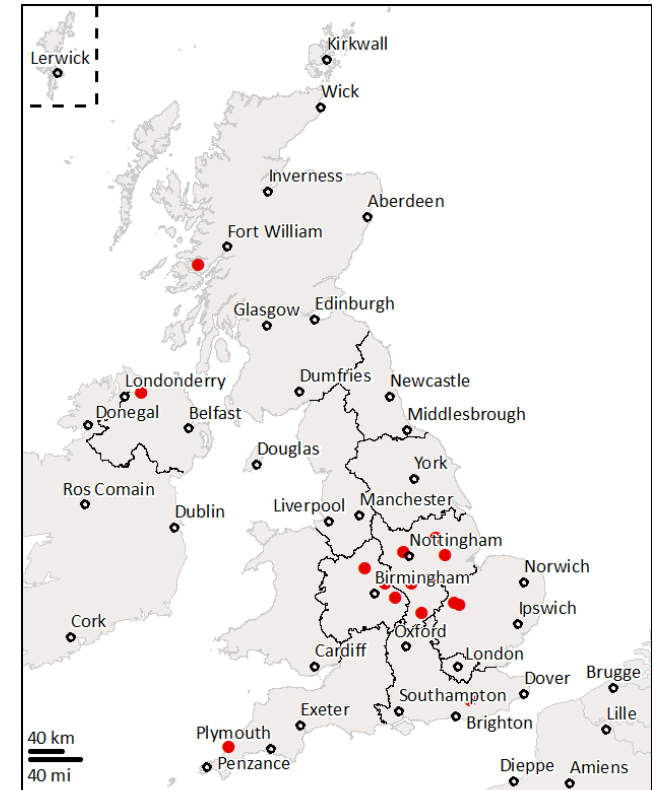
Figure 2. User hotspots in the UK – All searches, December 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

Figure 3. User outliers in the UK – All searches, December 2020



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

Figure 4. User locations in the UK – All searches, December 2020

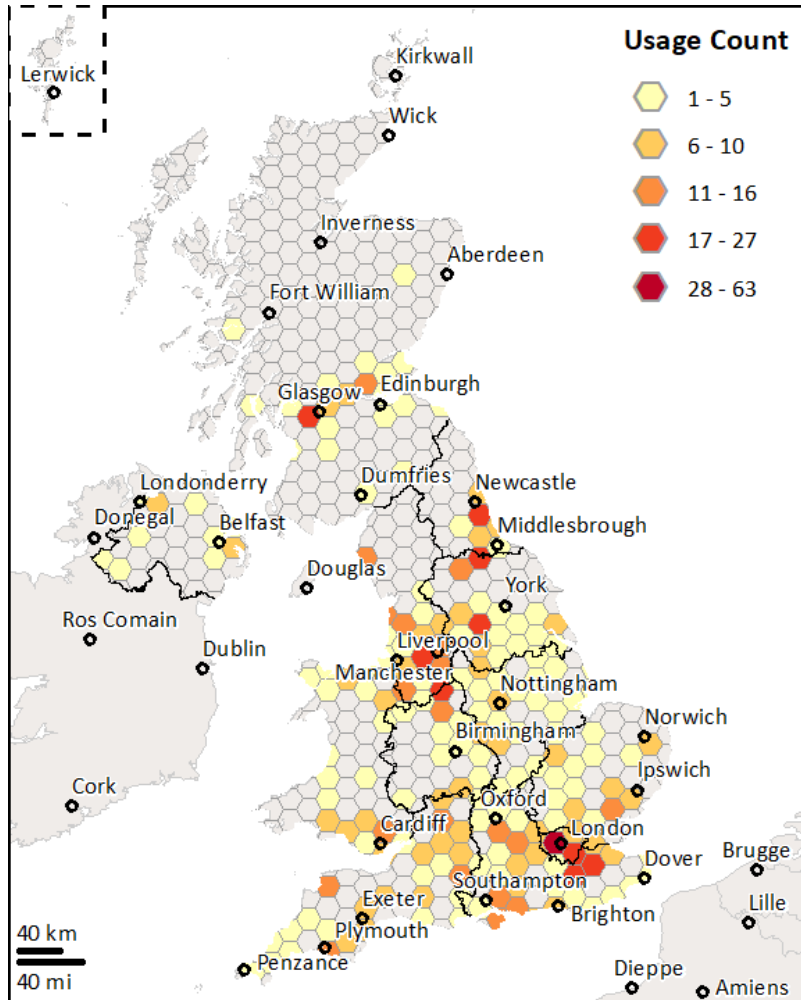


Table 3. UK regional usage – All searches, December 2020

N = 1,198

Region	Usage Count	Usage Percentage
South East	200	16.69%
South West	169	14.11%
North West	141	11.77%
London	100	8.35%
Yorkshire and The Humber	98	8.18%
Scotland	93	7.76%
Wales	86	7.18%
East of England	78	6.51%
North East	72	6.01%
West Midlands	69	5.76%
East Midlands	60	5.01%
Northern Ireland	32	2.67%

Table 4. Main local authorities for usage – All searches, December 2020

N = 1,198

Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	32	2.67%
Leeds	26	2.17%
County Durham	26	2.17%
Wealden	19	1.59%
Glasgow City	18	1.50%
Cornwall	16	1.34%
Newcastle-under-Lyme	16	1.34%
Wandsworth	15	1.25%
Richmondshire	15	1.25%
Cheshire West and Chester	15	1.25%
Perth & Kinross	15	1.25%
Weymouth and Portland	15	1.25%
Fareham	14	1.17%
Warrington	14	1.17%
Southwark	13	1.09%
Medway	13	1.09%
North Devon	13	1.09%
Copeland	12	1.00%
Fife	12	1.00%
Darlington	11	0.92%

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

Usage of the Veterans' Gateway Online Directory

Table 5. General search criteria from users located in the UK – Veterans' Gateway online directory, December 2020

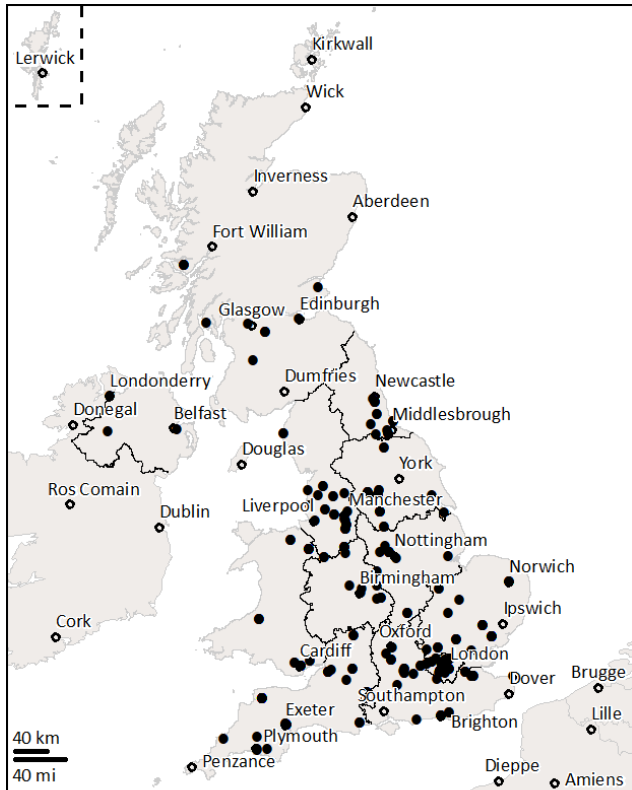
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	64	21.99%
Finances	45	15.46%
Employment	43	14.78%
Family and Communities	30	10.31%
Physical Health	28	9.62%
Specific Search for an Organisation	24	8.25%
Housing	24	8.25%
COVID19 Local Support	16	5.50%
Legal Support and Advocacy	12	4.12%
National Charities/Organisations	5	1.72%
Total	291	100%

Table 6. A detailed breakdown of exact search criteria from users located in the UK – Veterans' Gateway online directory, December 2020

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	37	12.71%
Finances - Grants	25	8.59%
Specific Search for an Organisation	24	8.25%
Employment - Education and Training	16	5.50%
Employment - Job Seeking	16	5.50%
Housing - Homelessness	14	4.81%
Family and Communities - Support Groups and Emotional Support	13	4.47%
Mental Wellbeing - Support Groups and Emotional Support	10	3.44%
Physical Health - Home and Mobility Aids	9	3.09%
Legal Support and Advocacy - Legal Advice	9	3.09%
Finances - Money and Debt Advice	8	2.75%
Physical Health - Drug and Alcohol Services	7	2.41%
Mental Wellbeing - Drug and Alcohol Services	7	2.41%
Family and Communities - Drug and Alcohol Services	6	2.06%
Employment - Support for Offenders	6	2.06%
Mental Wellbeing - Treatment	5	1.72%
Finances - Benefits	5	1.72%
Finances - Financial Services	5	1.72%
Housing - Housing Advice and Support	5	1.72%
Family and Communities - Bereavement	4	1.37%
COVID19 Local Support - North West	4	1.37%
Physical Health - Rehabilitation and Recovery	3	1.03%
Physical Health - Healthcare Services	3	1.03%
COVID19 Local Support - East of England	3	1.03%
Family and Communities - Recreation	3	1.03%
National Charities/Organisations - SSAFA	2	0.69%
Family and Communities - Support for the Gurkha Community	2	0.69%
COVID19 Local Support - North East	2	0.69%
Physical Health - Support Groups and Emotional Support	2	0.69%
National Charities/Organisations - Royal British Legion	2	0.69%
COVID19 Local Support - West Midlands	2	0.69%
Finances - Pensions and Compensation	2	0.69%
Mental Wellbeing - GPs	2	0.69%
Legal Support and Advocacy - Legal Aid	2	0.69%
Employment - Volunteering	2	0.69%

Search Criteria	Search Count	Search Percentage
Employment - Transition	2	0.69%
Mental Wellbeing - Bereavement	2	0.69%
Physical Health - Nursing and Dementia Care	1	0.34%
COVID19 Local Support - Scotland	1	0.34%
COVID19 Local Support - South West	1	0.34%
Family and Communities - Support for Carers	1	0.34%
Housing - Supported Living	1	0.34%
COVID19 Local Support - Yorkshire/ The Humber	1	0.34%
Physical Health - Sports	1	0.34%
COVID19 Local Support - East Midlands	1	0.34%
COVID19 Local Support - South East	1	0.34%
Mental Wellbeing - Sports	1	0.34%
Physical Health - GPs	1	0.34%
Housing - Independent Living	1	0.34%
Family and Communities - GPs	1	0.34%
Housing - Nursing and Dementia Care	1	0.34%
Employment - Self Employment	1	0.34%
National Charities/Organisations - Armed Forces Covenant Fund Trust	1	0.34%
Legal Support and Advocacy - Legal Advocacy	1	0.34%
Housing - Respite Care (Day Care and Respite)	1	0.34%
Housing - Retirement	1	0.34%
Physical Health - Blind Veterans	1	0.34%
Total	291	100%

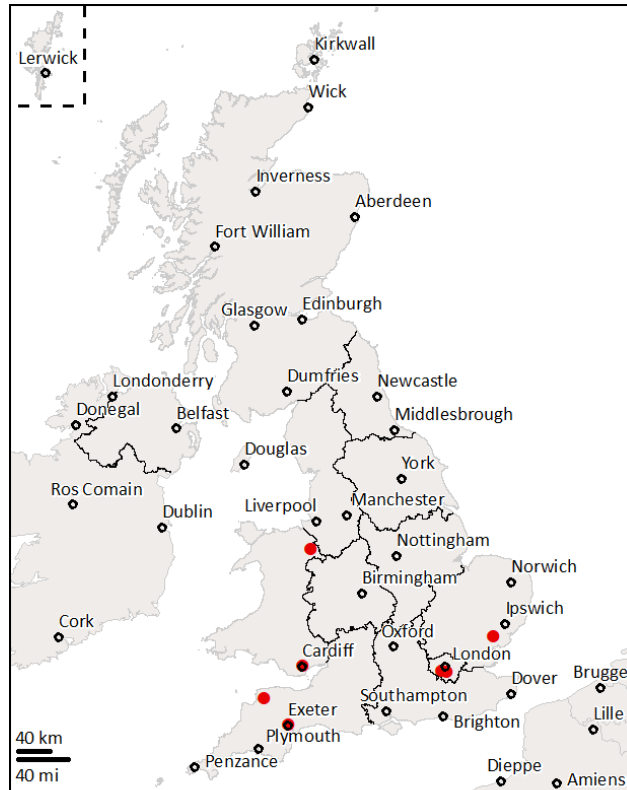
Figure 5. User locations in the UK – Veterans’ Gateway online directory, December 2020



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The figure above shows the location of all the postcode districts with Veterans’ Gateway online users during December 2020.

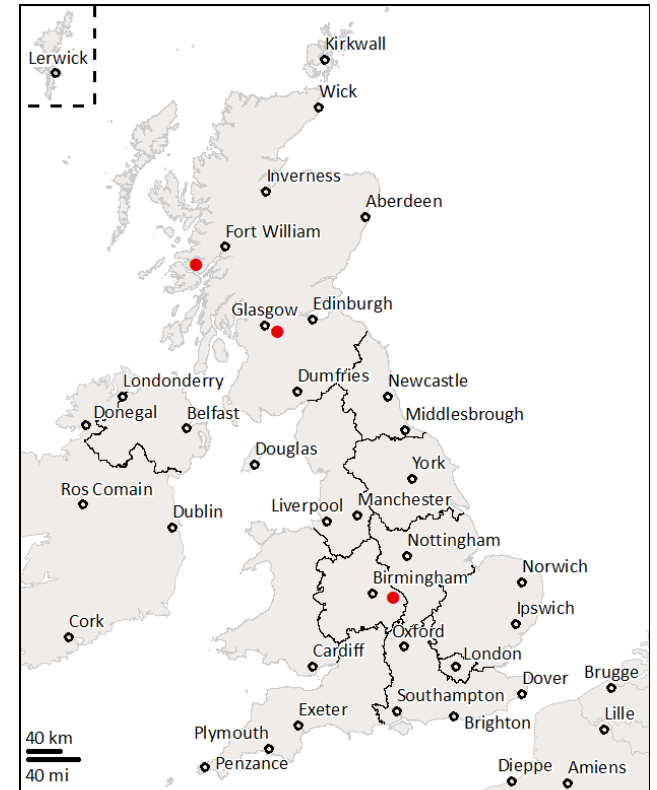
Figure 6. User hotspots in the UK – Veterans’ Gateway online directory, December 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of Veterans’ Gateway online users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

Figure 7. User outliers in the UK – Veterans’ Gateway online directory, December 2020



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

Figure 8. User locations in the UK – Veterans’ Gateway online directory, December 2020

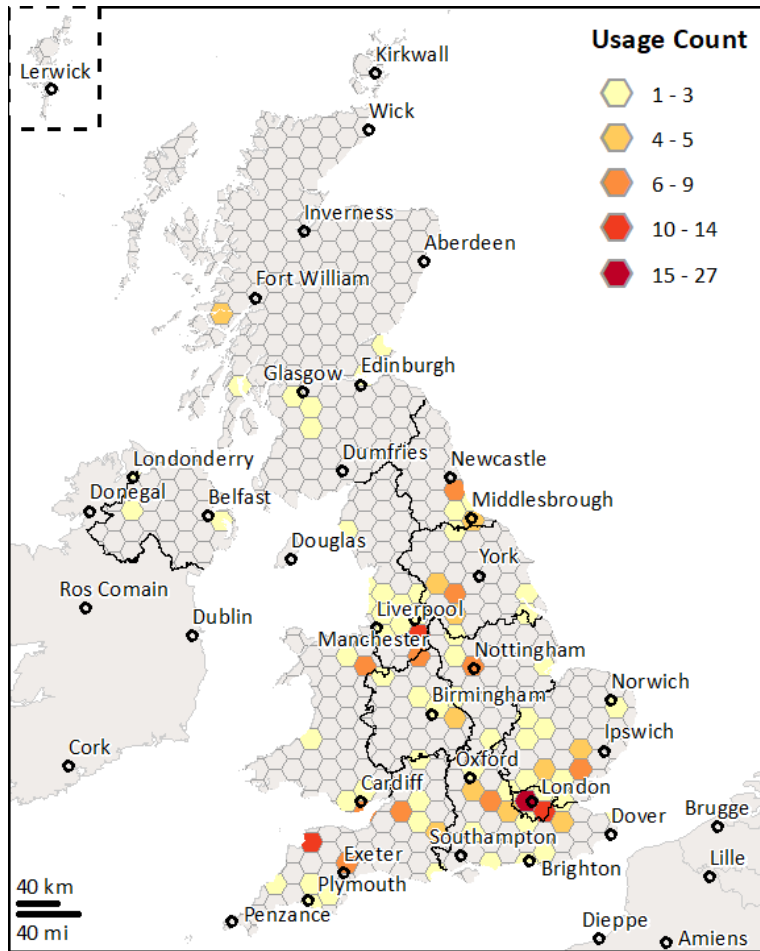


Table 7. UK regional usage – Veterans’ Gateway online directory, December 2020

N = 291

Region	Usage Count	Usage Percentage
South West	46	15.81%
London	46	15.81%
South East	33	11.34%
North West	30	10.31%
East of England	29	9.97%
Wales	25	8.59%
Yorkshire and The Humber	22	7.56%
North East	16	5.50%
West Midlands	16	5.50%
East Midlands	13	4.47%
Scotland	12	4.12%
Northern Ireland	3	1.03%

Table 8. Main local authorities for usage – Veterans’ Gateway online directory, December 2020

N = 291

Top 20 Local Authorities	Usage Count	Usage Percentage
Wandsworth	13	4.47%
North Devon	11	3.78%
Southwark	10	3.44%
Wiltshire	9	3.09%
Exeter	9	3.09%
Colchester	8	2.75%
Wrexham	8	2.75%
Cardiff	7	2.41%
Reading	6	2.06%
Newcastle-under-Lyme	6	2.06%
Bristol, City of	6	2.06%
Greenwich	6	2.06%
Leeds	6	2.06%
Wigan	5	1.72%
Broxtowe	5	1.72%
Babergh	5	1.72%
Barnsley	5	1.72%
Medway	5	1.72%
South Oxfordshire	4	1.37%
Gateshead	4	1.37%

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

Usage of the Veterans' Gateway mobile directory of services

Table 9. General search criteria from users located in the UK – Veterans' Gateway mobile directory, December 2020

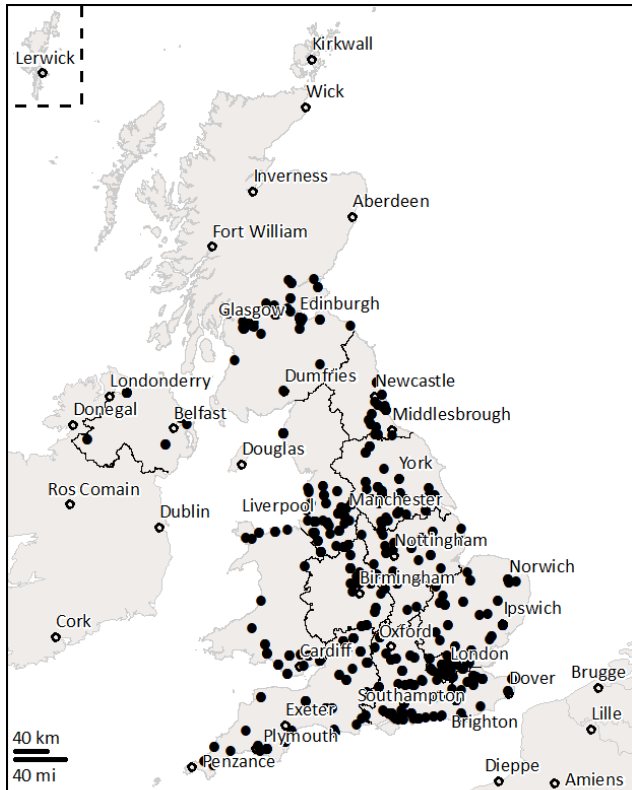
Search Criteria	Search Count	Search Percentage
Employment	172	25.29%
Mental Wellbeing	116	17.06%
Finances	95	13.97%
Physical Health	76	11.18%
Housing	75	11.03%
COVID19 Local Support	57	8.38%
National Charities/Organisations	36	5.29%
Family and Communities	31	4.56%
Legal Support and Advocacy	16	2.35%
Specific Search for an Organisation	6	0.88%
Total	680	100%

Table 10. A detailed breakdown of exact search criteria from users located in the UK – Veterans' Gateway mobile directory, December 2020

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	87	12.79%
Employment - Education and Training	52	7.65%
Finances - Grants	40	5.88%
Mental Wellbeing - Accessing Support	33	4.85%
Housing - Homelessness	27	3.97%
Mental Wellbeing - Support Groups and Emotional Support	24	3.53%
Finances - Pensions and Compensation	24	3.53%
Housing - Housing Advice and Support	23	3.38%
Finances - Benefits	19	2.79%
COVID19 Local Support - South East	19	2.79%
Mental Wellbeing - Treatment	18	2.65%
Physical Health - Sports	18	2.65%
National Charities/Organisations - ASDIC Drop In Centres	15	2.21%
Physical Health - GPs	15	2.21%
Mental Wellbeing - GPs	15	2.21%
Employment - Volunteering	14	2.06%
Legal Support and Advocacy - Legal Advice	14	2.06%
Physical Health - Home and Mobility Aids	13	1.91%
Physical Health - Rehabilitation and Recovery	12	1.76%
Employment - Self Employment	12	1.76%
Family and Communities - Support Groups and Emotional Support	10	1.47%
Mental Wellbeing - Drug and Alcohol Services	10	1.47%
Physical Health - Support Groups and Emotional Support	9	1.32%
Mental Wellbeing - Sports	9	1.32%
Finances - Money and Debt Advice	8	1.18%
Housing - Retirement	8	1.18%
National Charities/Organisations - Royal British Legion	7	1.03%
Housing - Independent Living	7	1.03%
Physical Health - Healthcare Services	7	1.03%
COVID19 Local Support - Scotland	7	1.03%
Mental Wellbeing - Bereavement	7	1.03%
COVID19 Local Support - Wales	6	0.88%
Family and Communities - Support for Carers	6	0.88%
Specific Search for an Organisation	6	0.88%
Family and Communities - GPs	5	0.74%

Search Criteria	Search Count	Search Percentage
National Charities/Organisations - SSAFA	4	0.59%
Employment - Transition	4	0.59%
Finances - Financial Services	4	0.59%
COVID19 Local Support - West Midlands	4	0.59%
COVID19 Local Support - East Midlands	4	0.59%
Housing - Supported Living	4	0.59%
COVID19 Local Support - North East	4	0.59%
Housing - Eviction and Repossession	4	0.59%
COVID19 Local Support - North West	4	0.59%
COVID19 Local Support - South West	4	0.59%
National Charities/Organisations - Blesma	3	0.44%
Family and Communities - Recreation	3	0.44%
Employment - Support for Offenders	3	0.44%
Family and Communities - Bereavement	3	0.44%
Family and Communities - Drug and Alcohol Services	3	0.44%
National Charities/Organisations - Help for Heroes	2	0.29%
COVID19 Local Support - Yorkshire/ The Humber	2	0.29%
COVID19 Local Support - Northern Ireland	2	0.29%
National Charities/Organisations - Legion Scotland	2	0.29%
National Charities/Organisations - Combat Stress	2	0.29%
Physical Health - End of Life Care	2	0.29%
COVID19 Local Support - London	1	0.15%
Housing - Respite Care (Day Care and Respite)	1	0.15%
Housing - Nursing and Dementia Care	1	0.15%
Legal Support and Advocacy - Legal Advocacy	1	0.15%
National Charities/Organisations - Shelter	1	0.15%
Family and Communities - Support for the Gurkha Community	1	0.15%
Legal Support and Advocacy - Legal Aid	1	0.15%
Total	680	100%

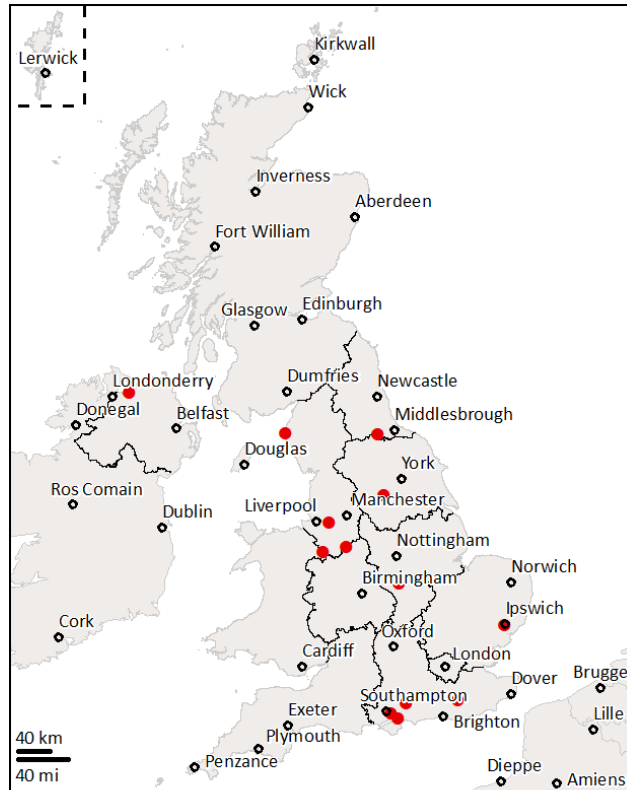
Figure 9. User locations in the UK – Veterans’ Gateway mobile directory, December 2020



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The figure above shows the location of all the postcode districts with Veterans’ Gateway mobile users during December 2020.

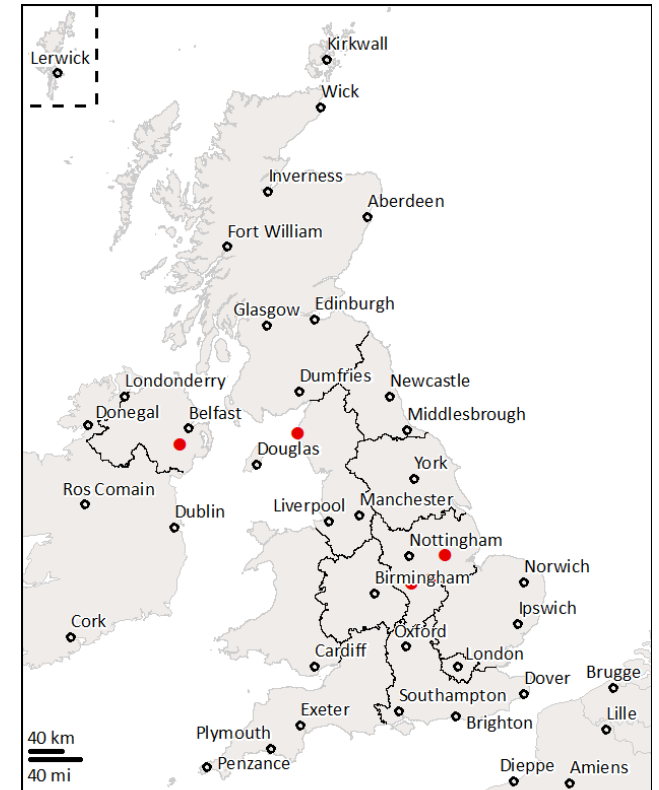
Figure 10. User hotspots in the UK – Veterans’ Gateway mobile directory, December 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of Veterans’ Gateway mobile users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

Figure 11. User outliers in the UK – Veterans’ Gateway mobile directory, December 2020



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

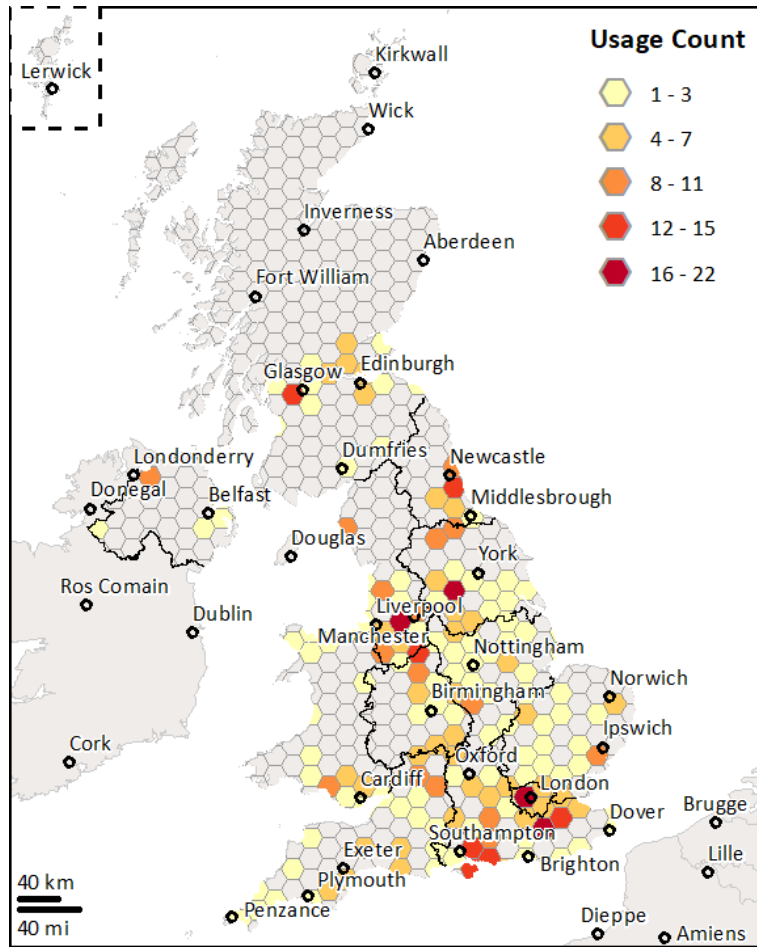
Figure 12. User locations in the UK – Veterans’ Gateway mobile directory, December 2020

Table 11. UK regional usage – Veterans’ Gateway mobile directory, December 2020

Table 12. Main local authorities for usage – Veterans’ Gateway mobile directory, December 2020

N = 680

N = 680



Region	Usage Count	Usage Percentage
South East	149	21.91%
North West	79	11.62%
South West	73	10.74%
Yorkshire and The Humber	62	9.12%
Scotland	52	7.65%
East of England	49	7.21%
West Midlands	42	6.18%
North East	42	6.18%
East Midlands	40	5.88%
Wales	39	5.74%
London	37	5.44%
Northern Ireland	16	2.35%

Top 20 Local Authorities	Usage Count	Usage Percentage
Leeds	20	2.94%
Wealden	19	2.79%
County Durham	17	2.50%
Cheshire West and Chester	15	2.21%
Fareham	14	2.06%
Warrington	12	1.76%
Gosport	11	1.62%
Newcastle-under-Lyme	10	1.47%
Copeland	10	1.47%
East Hampshire	10	1.47%
Darlington	10	1.47%
Richmondshire	9	1.32%
Causeway Coast and Glens	9	1.32%
Rochdale	8	1.18%
Renfrewshire	8	1.18%
Cotswold	8	1.18%
Ipswich	8	1.18%
Leicester	7	1.03%
Perth & Kinross	7	1.03%
Huntingdonshire	7	1.03%

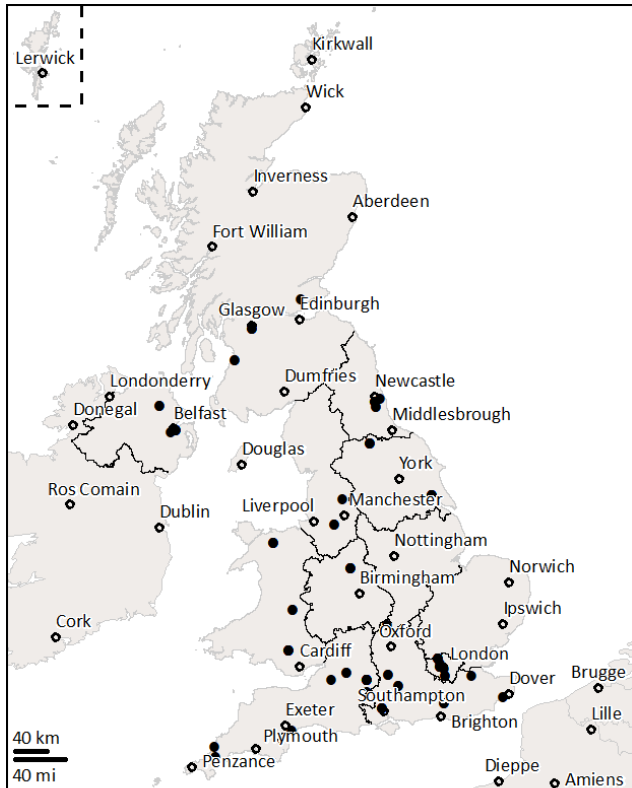
The figure above shows the location and count of Veterans’ Gateway mobile usage across the UK. Each hexagonal area is represented with the count of mobile usage on that same area.

Usage of the Covenant Fund Online Directory

Table 13. General search criteria from users located in the UK – Covenant Fund online directory, December 2020

Search Criteria	Search Count	Search Percentage
Improve My Wellbeing	26	27.37%
Get Active	24	25.26%
Improve My Skills	11	11.58%
Get Creative	10	10.53%
Get More Specialist Help	7	7.37%
Places to Go	7	7.37%
Supporting Families & Children	5	5.26%
Specific Search for an Organisation	3	3.16%
Supporting Additional Needs	1	1.05%
Accessing Support	1	1.05%
Total	95	100%

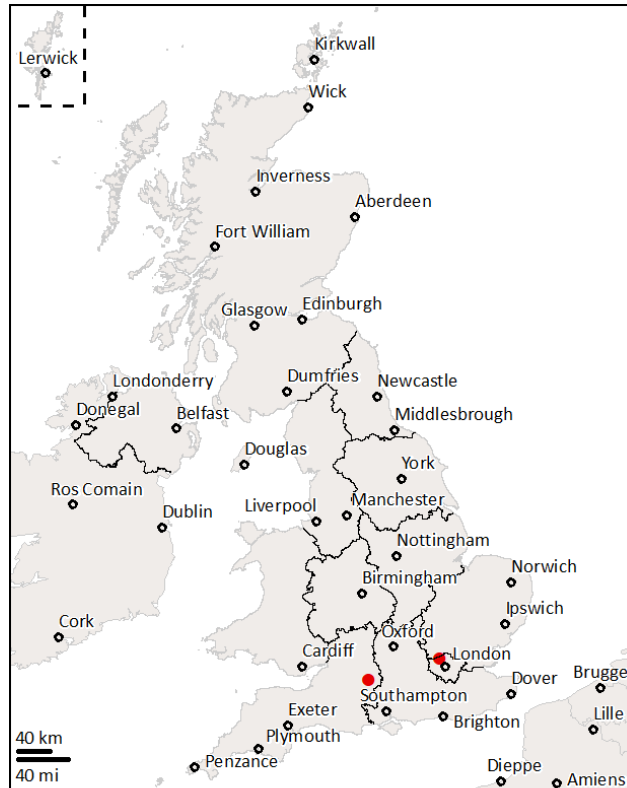
Figure 13. User locations in the UK – Covenant Fund online directory, December 2020



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The figure above shows the location of all the postcode districts with Covenant Fund online users during December 2020.

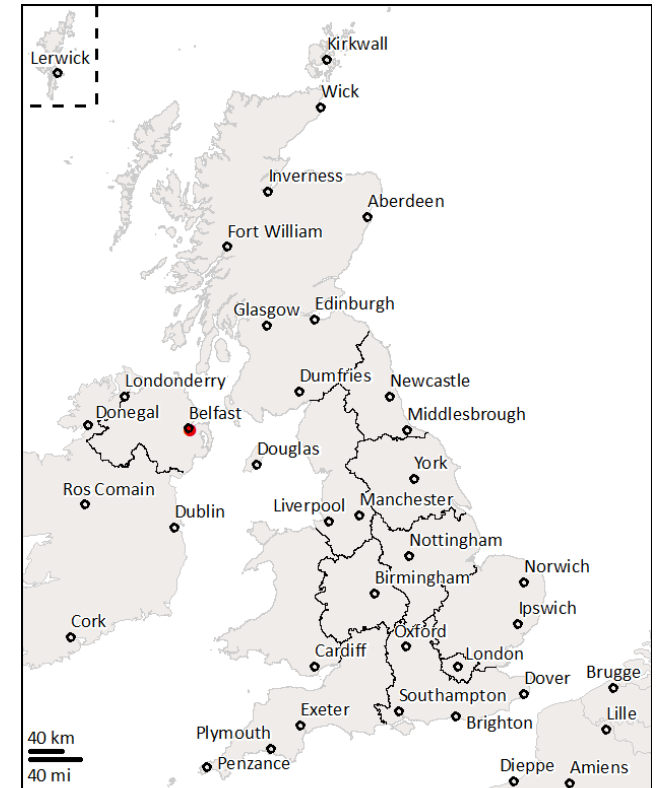
Figure 14. User hotspots in the UK – Covenant Fund online directory, December 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of Covenant Fund online users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

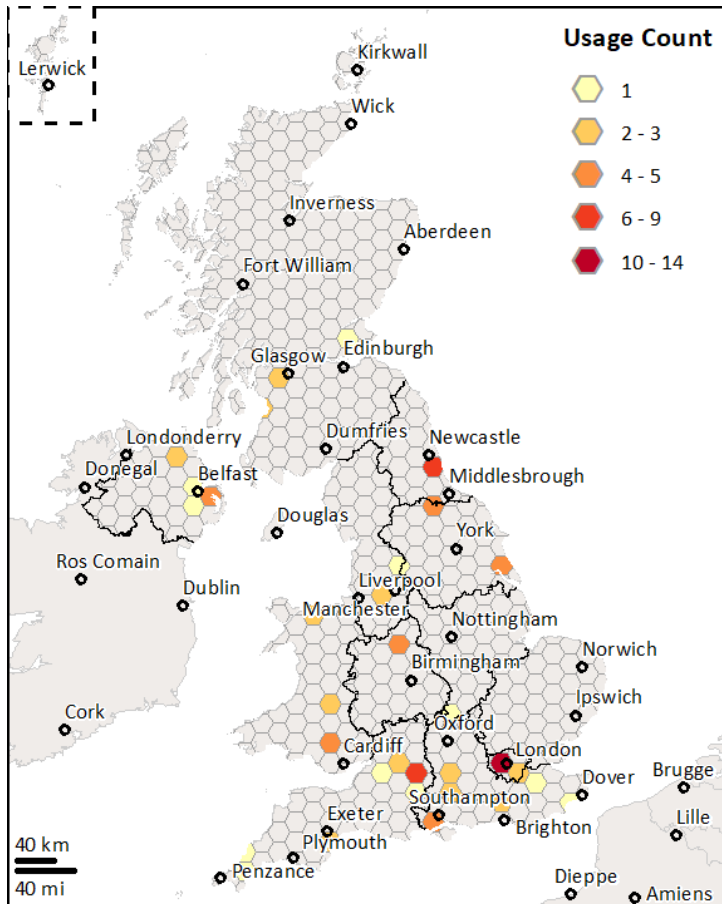
Figure 15. User outliers in the UK – Covenant Fund online directory, December 2020



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

Figure 16. User locations in the UK – Covenant Fund Online Directory, December 2020



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

Table 14. UK regional usage – Covenant Fund Online Directory, December 2020

N = 95

Region	Usage Count	Usage Percentage
South West	18	19.15%
London	16	17.02%
South East	13	13.83%
Wales	10	10.64%
Yorkshire and The Humber	9	9.57%
Northern Ireland	8	8.51%
North East	7	7.45%
Scotland	6	6.38%
West Midlands	4	4.26%
North West	3	3.19%
South West	18	19.15%
London	16	17.02%

Table 15. Main local authorities for usage – Covenant Fund Online Directory, December 2020

N = 95

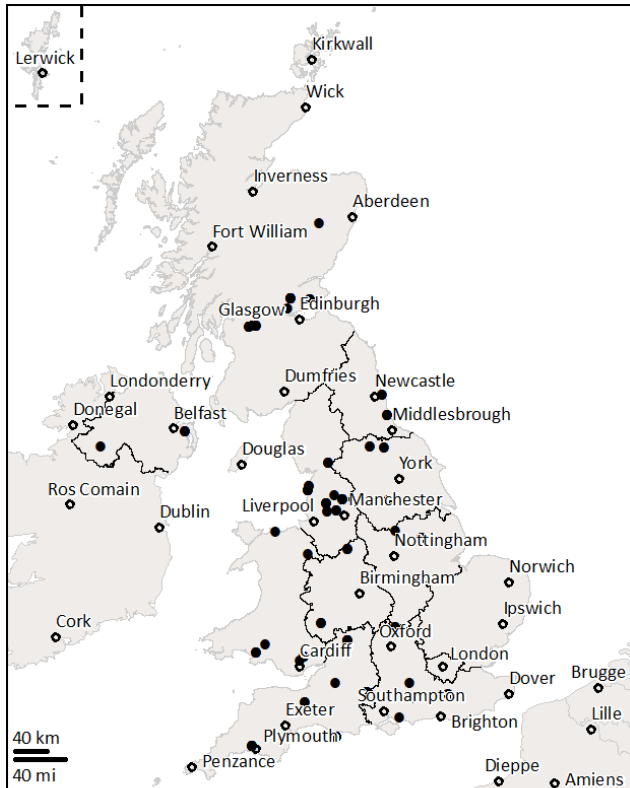
Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	12	12.77%
Barnet	6	6.38%
Rhondda Cynon Taf	5	5.32%
Gateshead	5	5.32%
Belfast	5	5.32%
Kingston upon Hull, City of	5	5.32%
Richmondshire	4	4.26%
Southampton	4	4.26%
Kensington and Chelsea	4	4.26%
Stafford	4	4.26%
Glasgow City	3	3.19%
Conwy	3	3.19%
Powys	2	2.13%
Croydon	2	2.13%
Cornwall	2	2.13%
Warrington	2	2.13%
South Ayrshire	2	2.13%
Teignbridge	2	2.13%
Mid Sussex	2	2.13%
West Berkshire	2	2.13%

Usage of the Covenant Fund Mobile Directory

Table 16. General search criteria from users located in the UK – Covenant Fund mobile directory, December 2020

Search Criteria	Search Count	Search Percentage
Get Active	27	20.61%
Improve My Wellbeing	27	20.61%
Places to Go	24	18.32%
Get Creative	15	11.45%
Supporting Families & Children	13	9.92%
Improve My Skills	9	6.87%
Get More Specialist Help	9	6.87%
Supporting Additional Needs	6	4.58%
Specific Search for an Organisation	1	0.76%
Total	131	100%

Figure 17. User locations in the UK – Covenant Fund mobile directory, December 2020



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The figure above shows the location of all the postcode districts with Covenant Fund mobile users during December 2020.

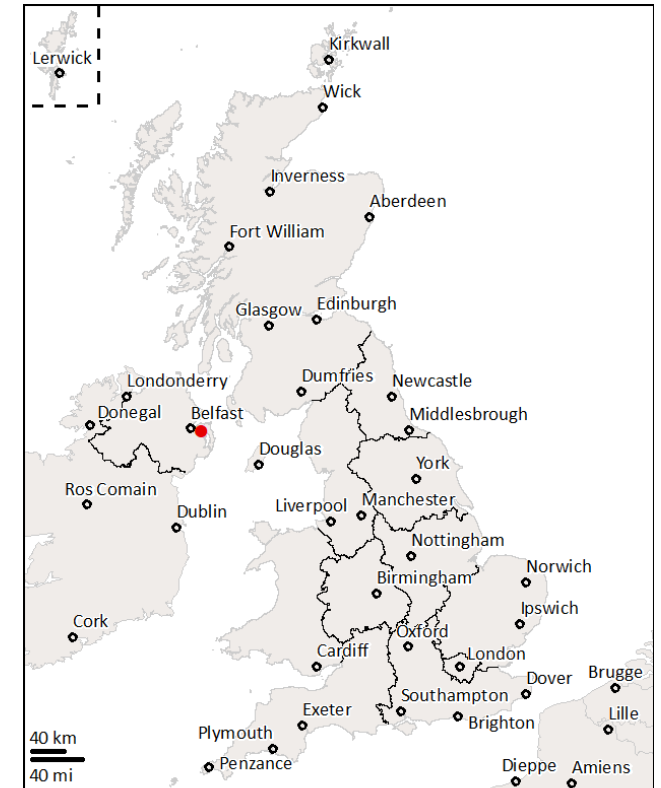
Figure 18. User hotspots in the UK – Covenant Fund mobile directory, December 2020



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The figure above shows postcode districts that can be considered hotspots, because they have a high number of Covenant Fund mobile users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

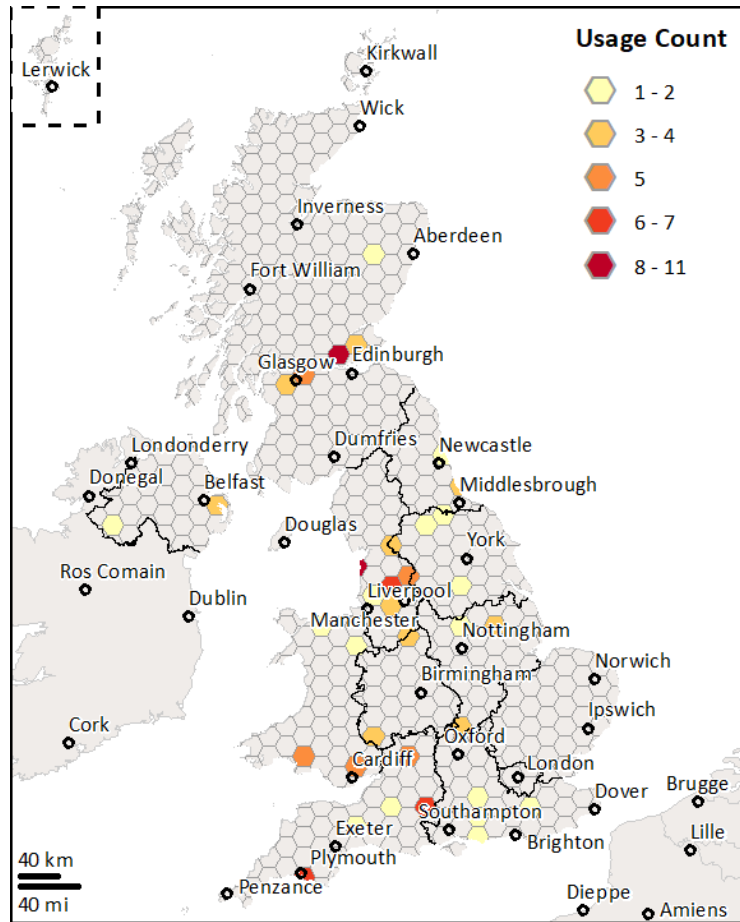
Figure 19. User outliers in the UK – Covenant Fund mobile directory, December 2020



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

Figure 20. User locations in the UK – Covenant Fund mobile directory, December 2020



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

Table 17. UK regional usage – Covenant Fund mobile directory, December 2020

N = 131

Region	Usage Count	Usage Percentage
South West	32	24.43%
North West	29	22.14%
Scotland	23	17.56%
Wales	12	9.16%
West Midlands	7	5.34%
East Midlands	7	5.34%
North East	6	4.58%
South East	5	3.82%
Yorkshire and The Humber	5	3.82%
Northern Ireland	5	3.82%
South West	32	24.43%
North West	29	22.14%

Table 18. Main local authorities for usage – Covenant Fund mobile directory, December 2020

N = 131

Top 20 Local Authorities	Usage Count	Usage Percentage
Weymouth and Portland	11	8.40%
Glasgow City	9	6.87%
Perth & Kinross	8	6.11%
Cornwall	7	5.34%
Blackpool	7	5.34%
Wiltshire	6	4.58%
Caerphilly	5	3.82%
Rosendale	5	3.82%
Carmarthenshire	5	3.82%
Fife	5	3.82%
Tewkesbury	5	3.82%
Chorley	5	3.82%
North Down and Ards	4	3.05%
County Durham	4	3.05%
Stoke-on-Trent	4	3.05%
South Northamptonshire	3	2.29%
Lincoln	3	2.29%
Wyre	3	2.29%
Bolton	3	2.29%
Lancaster	3	2.29%