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

01/06/2019 - 30/06/2019

ARMED FORCES
COVENANT
FUND TRUST

The Northern Hub for Veterans and Military Families Research

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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 diameters do not have a correspondence with real-world area boundaries.

Analysis of spatial hot spots

Analysis was conducted to identify significant postcode sectors which are hotspots with regards to the number of directory users. The hot spot 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 is differs significantly from the expected range, and when that difference is too large to be the result of random chance, a statistically significant hot spot of users is identified.

Analysis of spatial outliers

Analysis was conducted to identify significant postcode sectors that are outliers with regards to the number of directory users. Outliers are postcodes sectors that have a high number of users in comparison with neighbouring postcode sectors. 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 sectors 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 at June 2019.

Map of Need Covenant Officers

UK Wide COs	Coverage
The Royal British Legion	UK
Cobseo	UK
England COs	**Coverage**
Armed Forces South East Connect	Surrey, Kent, Sussex, West Sussex, Hampshire, Brighton and Hove, Medway
Greater Manchester Combined Authority	Manchester City, Bolton, Bury, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan
Dorset Local Authority	Dorset
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
West Midlands Combined Taskforce	West Midlands
Charnwood, Melton and Rushcliffe Councils	Charnwood, Melton, Rushcliffe
Gateshead Council	Gateshead
Wales COs	**Coverage**
The Welsh Assembly	Wales
Northern Ireland COs	**Coverage**
The Veterans Support Office	Northern Ireland
Scotland COs	**Coverage**
To be determined by Central Scottish Government	Scotland

Key Findings – June 2019

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

On June 01st 2019, the directory of services included **14,904** markers, each representing a service available to veterans or service families.

From June 01st to June 30st 2019, the directory attracted **1,442** individual searches for services.
- A total of **31** cases in which no postcodes were recorded were excluded from this analysis.
- A total of **585** cases had users located outside of the UK.
- A total of **826** cases had users located within the UK.

Table 1 provides an overview of the general criteria of searches made through the directory from June 01st to June 30st 2019. This table combines all searches made from June 01st to June 31st 2019 into general categories of search criteria.
- 'Mental Wellbeing', followed by 'Employment', followed by 'Housing' were the primary general search criteria for users from June 01st to June 30th 2019.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made through the directory from June 01st to June 30st 2019. The top ten search criteria accessed by users during this period are highlighted in red.
- 'Employment - Job Seeking', followed by 'Mental Wellbeing - Accessing Support', followed by 'Housing - Homelessness' were the primary search criteria for users from June 01st to June 30st 2019.

Figures 1 to 3 illustrate the spatial distribution of all users across the UK from June 01st to June 30st 2019, and the spatial hot spots and spatial outliers in terms of usage throughout this time.

Table 3 provides an overview of the usage across each country/region of the UK from June 01st to June 30st 2019.
- South East, followed by London, followed by the North West were the regions with the highest usage from June 01st to June 30st 2019.

Table 4 provides an overview of the 20 local authority areas with the highest usage from June 01st to June 30st 2019.
- City of London, followed by Preston, followed by Newcastle upon Tyne were the local authority areas with the highest usage from June 01st to June 30st 2019.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK from June 2019.

Tables 6 and 7 provide an overview of the searches that were located outside of the UK.

- 'Employment' followed by 'Specific search for an organisation', followed by 'Physical Health' were the primary general search criteria for users located outside of the UK from June 01st to June 30th 2019.

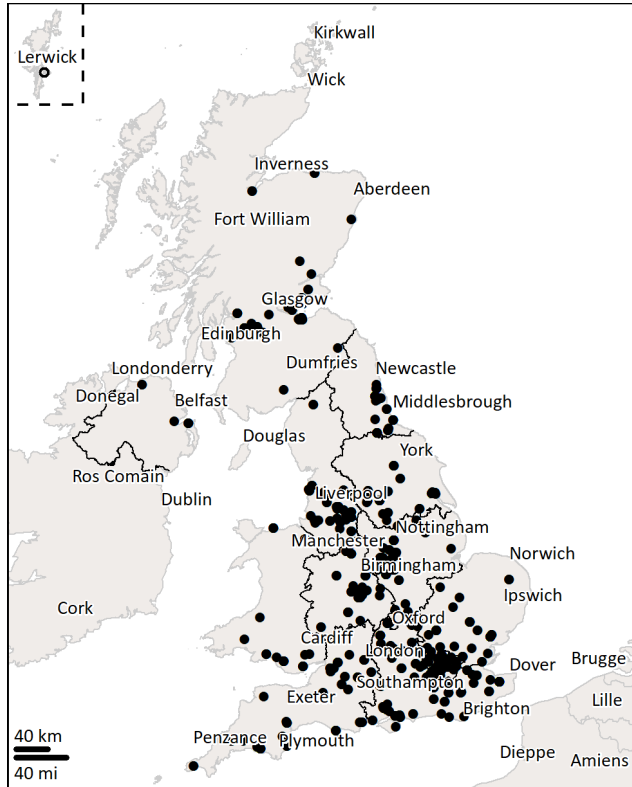**Table 1. General search criteria from users located in the UK (June 01-30, 2019)**

Search Criteria	Search Count	Search Percentage
Mental Wellbeing	191	23.12%
Employment	173	20.94%
Housing	137	16.59%
Finances	74	8.96%
Family and Communities	67	8.11%
National Charities/Organisations	49	5.93%
Local Government Support	48	5.81%
Physical Health	46	5.57%
Specific search for an organisation	33	4.00%
Legal Support and Advocacy	8	0.97%
Total	**826**	**100.00%**

Table 2. A detailed breakdown of exact search criteria from users located in the UK (June 01-30, 2019)

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	91	11.02%
Mental Wellbeing - Accessing Support	72	8.72%
Housing - Homelessness	65	7.87%
Employment - Education and Training	48	5.81%
Mental Wellbeing - Treatment	48	5.81%
Mental Wellbeing - Support Groups and Emotional Support	44	5.33%
Specific search for an organisation	33	4.00%
Family and Communities - Support Groups and Emotional Support	31	3.75%
Housing - Housing Advice and Support	31	3.75%
Finances - Grants	21	2.54%
Finances - Benefits	18	2.18%
Finances - Money and Debt Advice	18	2.18%
National Charities/Organisations - SSAFA	18	2.18%
Employment - Volunteering	13	1.57%
Physical Health - Healthcare Services	13	1.57%
Local Government Support - South East	12	1.45%
Mental Wellbeing - Bereavement	12	1.45%
Housing - Supported Living	11	1.33%
Family and Communities - Recreation	10	1.21%
Finances - Pensions and Compensation	10	1.21%
Housing - Eviction and Repossession	10	1.21%
Mental Wellbeing - Drug and Alcohol Services	10	1.21%
Family and Communities - GPs	9	1.09%
Family and Communities - Support for Carers	9	1.09%
Local Government Support - Scotland	9	1.09%
Physical Health - Support Groups and Emotional Support	9	1.09%
Employment - Support for Offenders	8	0.97%
Legal Support and Advocacy - Legal Advice	8	0.97%

Search Criteria	Search Count	Search Percentage
Physical Health - Drug and Alcohol Services	8	0.97%
Employment - Transition	7	0.85%
Family and Communities - Bereavement	7	0.85%
Finances - Financial Services	7	0.85%
Housing - Independent Living	7	0.85%
National Charities/Organisations - Royal British Legion	7	0.85%
Employment - Self Employment	6	0.73%
Housing - Retirement	6	0.73%
Local Government Support - East Midlands	6	0.73%
National Charities/Organisations - Combat Stress	6	0.73%
Local Government Support - North West	5	0.61%
National Charities/Organisations - ASDIC Drop In Centres	5	0.61%
Physical Health - Home and Mobility Aids	5	0.61%
Housing - Respite Care (Day Care and Respite)	4	0.48%
Mental Wellbeing - Sports	4	0.48%
Housing - Nursing and Dementia Care	3	0.36%
Local Government Support - North East	3	0.36%
Local Government Support - South West	3	0.36%
Local Government Support - West Midlands	3	0.36%
National Charities/Organisations - British Red Cross	3	0.36%
National Charities/Organisations - Shelter	3	0.36%
Physical Health - GPs	3	0.36%
Physical Health - Nursing and Dementia Care	3	0.36%
Local Government Support - Wales	2	0.24%
Local Government Support - Yorkshire/ The Humber	2	0.24%
National Charities/Organisations - Help for Heroes	2	0.24%
National Charities/Organisations - Mind	2	0.24%
Physical Health - End of Life Care	2	0.24%
Family and Communities - Support for the Gurkha Community	1	0.12%
Local Government Support - East of England	1	0.12%
Local Government Support - London	1	0.12%
Local Government Support - Northern Ireland	1	0.12%
Mental Wellbeing - GPs	1	0.12%
National Charities/Organisations - Blesma	1	0.12%
National Charities/Organisations - Legion Scotland	1	0.12%
National Charities/Organisations - Samaritans Branches	1	0.12%
Physical Health - Limb Loss	1	0.12%
Physical Health - Rehabilitation and Recovery	1	0.12%
Physical Health - Sports	1	0.12%
Total	**826**	**100%**

Figure 1. User locations in the UK
(01/06/2019 - 30/06/2019)

The figure above shows the location of all the postcode sectors with directory users during June 2019.

Figure 2. User hot spots in the UK
(01/06/2019 - 30/06/2019)

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

Figure 3. User outliers in the UK
(01/06/2019 - 30/06/2019)

The figure above shows postcode sectors that can be considered to be outliers, because they have a high number of directory users and are surrounded by postcode sectors with a low number of directory users. This pattern is not attributable to random chance.
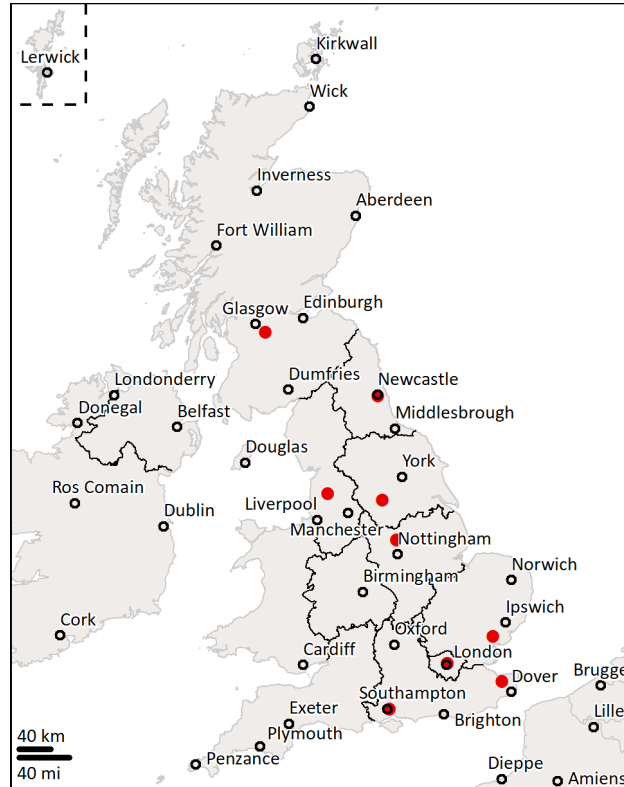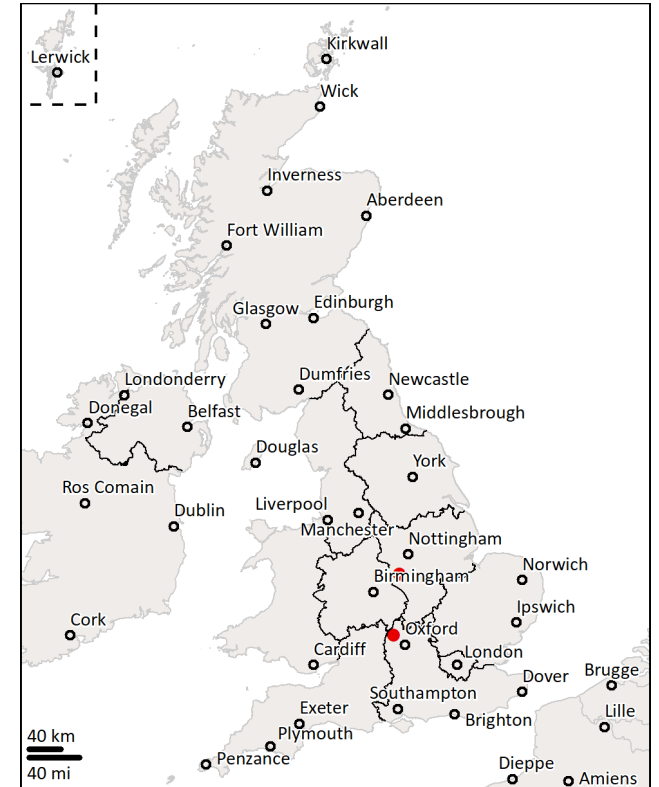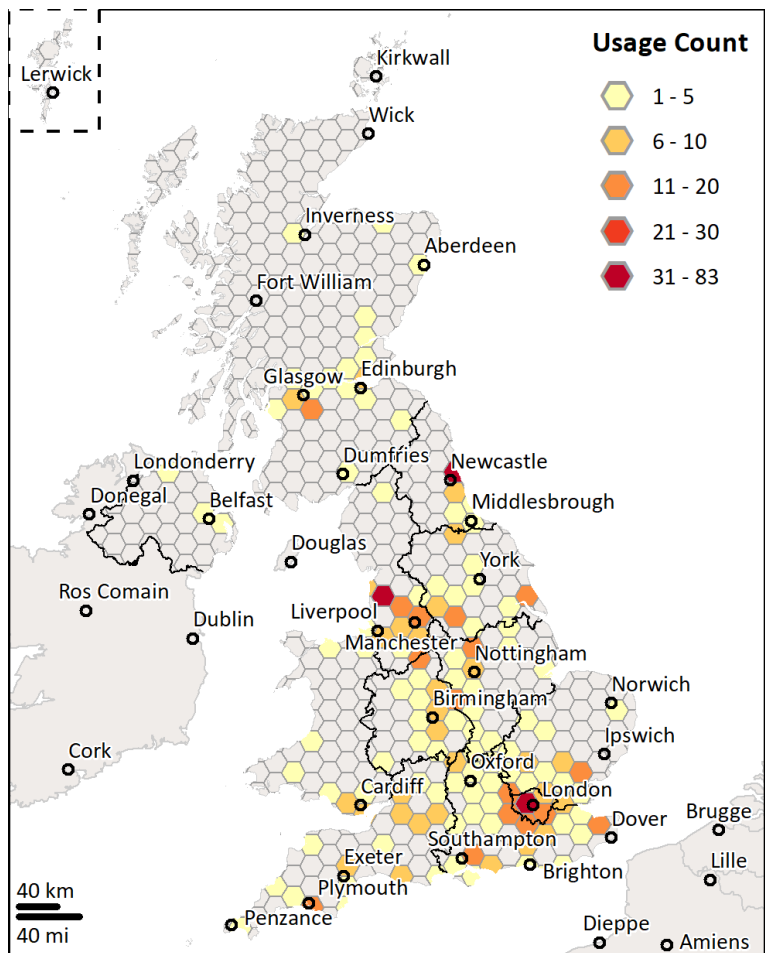
Figure 4. User locations in the UK (01/06/2019 - 30/06/2019)

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

Table 3. UK regional usage between 01/06/2019 - 30/06/2019

N = 826

Region	Usage Count	Usage Percentage
South East	156	18.89%
London	116	14.04%
North West	90	10.90%
South West	81	9.81%
North East	62	7.51%
Scotland	61	7.38%
East Midlands	59	7.14%
East of England	57	6.90%
West Midlands	56	6.78%
Yorkshire and The Humber	53	6.42%
Wales	28	3.39%
Northern Ireland	7	0.85%

Table 4. Main local authorities for usage (01/06/2019 - 30/06/2019)

N = 826

Top 20 Local Authorities	Usage Count	Usage Percentage
City of London	44	5.33%
Preston	32	3.87%
Newcastle upon Tyne	24	2.91%
Southampton	21	2.54%
Colchester	19	2.30%
Birmingham	17	2.06%
Mansfield	17	2.06%
Plymouth	17	2.06%
Kingston upon Hull, City of	14	1.69%
Canterbury	13	1.57%
South Lanarkshire	13	1.57%
Edinburgh, City of	12	1.45%
Wakefield	12	1.45%
Wiltshire	12	1.45%
Northumberland	11	1.33%
Stoke-on-Trent	11	1.33%
West Oxfordshire	11	1.33%
Lewisham	10	1.21%
North West Leicestershire	10	1.21%
South Gloucestershire	10	1.21%

Table 5. A detailed breakdown of top 3 search criteria by region from users located in the UK (June 01-30, 2019)

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
East Midlands	Employment - Education and Training	8	13.56%
	Employment - Job Seeking	7	11.86%
	Housing - Housing Advice and Support	6	10.17%
East of England	Specific search for an organisation	9	15.79%
	Employment - Job Seeking	7	12.28%
	Mental Wellbeing - Bereavement	6	10.53%
London	Employment - Job Seeking	18	15.52%
	Housing - Homelessness	16	13.79%
	Mental Wellbeing - Accessing Support	13	11.21%
North East	Employment - Job Seeking	12	19.35%
	Family and Communities - Support Groups and Emotional Support	8	12.90%
	Employment - Education and Training	5	8.06%
North West	Mental Wellbeing - Accessing Support	16	17.78%
	Mental Wellbeing - Treatment	11	12.22%
	Employment - Job Seeking	8	8.89%
Northern Ireland	Mental Wellbeing - Accessing Support	3	42.86%
	Employment - Volunteering	1	14.29%
	Mental Wellbeing - Bereavement	1	14.29%
Scotland	Mental Wellbeing - Accessing Support	13	21.31%
	Employment - Education and Training	9	14.75%
	Local Government Support - Scotland	8	13.11%
South East	Mental Wellbeing - Support Groups and Emotional Support	17	10.90%
	Housing - Homelessness	15	9.62%
	Employment - Job Seeking	11	7.05%
South West	Housing - Housing Advice and Support	6	7.41%
	Housing - Homelessness	5	6.17%
	Physical Health - Support Groups and Emotional Support	5	6.17%
Wales	Mental Wellbeing - Treatment	7	25.00%
	Housing - Homelessness	6	21.43%
	Mental Wellbeing - Accessing Support	5	17.86%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
West Midlands	Employment - Job Seeking	11	19.64%
	Mental Wellbeing - Support Groups and Emotional Support	8	14.29%
	Housing - Homelessness	5	8.93%
Yorkshire and The Humber	Mental Wellbeing - Treatment	10	18.87%
	Employment - Job Seeking	7	13.21%
	Employment - Education and Training	6	11.32%

Table 6. An overview of general search criteria from users located outside of the UK (June 01-30, 2019)

Search Criteria	Search Count outside of the UK	Search Percentage
Employment	334	57.09%
Specific search for an organisation	88	15.04%
Physical Health	37	6.32%
Legal Support and Advocacy	32	5.47%
Housing	29	4.96%
Mental Wellbeing	21	3.59%
Local Government Support	14	2.39%
Finances	13	2.22%
Family and Communities	12	2.05%
National Charities/Organisations	5	0.85%
Total	**585**	**100.00%**

Table 7. A detailed breakdown of exact search criteria from users located outside of the UK (June 01-30, 2019)

Search Criteria	Search Count outside of the UK	Search Percentage
Employment - Job Seeking	222	37.95%
Specific search for an organisation	88	15.04%
Employment - Education and Training	62	10.60%
Employment - Volunteering	34	5.81%
Physical Health - GPs	33	5.64%
Legal Support and Advocacy - Legal Advice	24	4.10%
Housing - Homelessness	16	2.74%
Mental Wellbeing - Accessing Support	11	1.88%
Family and Communities - Bereavement	9	1.54%
Finances - Benefits	8	1.37%
Housing - Eviction and Repossession	7	1.20%
Local Government Support - East Midlands	7	1.20%
Employment - Self Employment	6	1.03%
Employment - Support for Offenders	6	1.03%

Search Criteria	Search Count outside of the UK	Search Percentage
Legal Support and Advocacy - Legal Advocacy	6	1.03%
Local Government Support - East of England	5	0.85%
Mental Wellbeing - Bereavement	5	0.85%
Employment - Transition	4	0.68%
Finances - Financial Services	4	0.68%
Housing - Supported Living	3	0.51%
Housing - Nursing and Dementia Care	2	0.34%
Legal Support and Advocacy - Legal Aid	2	0.34%
Local Government Support - North East	2	0.34%
Mental Wellbeing - GPs	2	0.34%
Mental Wellbeing - Support Groups and Emotional Support	2	0.34%
National Charities/Organisations - Help for Heroes	2	0.34%
Physical Health - Blind Veterans	2	0.34%
Family and Communities - Drug and Alcohol Services	1	0.17%
Family and Communities - Recreation	1	0.17%
Family and Communities - Support for the Gurkha Community	1	0.17%
Finances - Support for the Gurkha Community	1	0.17%
Housing - Independent Living	1	0.17%
Mental Wellbeing - Drug and Alcohol Services	1	0.17%
National Charities/Organisations - ASDIC Drop In Centres	1	0.17%
National Charities/Organisations - Blesma	1	0.17%
National Charities/Organisations - Mind	1	0.17%
Physical Health - End of Life Care	1	0.17%
Physical Health - Healthcare Services	1	0.17%
Total	**585**	**100%**