

Usage of the online and mobile directory of services

November 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 – November 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 December 2020, the directory of services included **16,966** markers, each representing a service available to veterans or service families.

During November 2020, the directory attracted **2,727** individual searches for services.

- A total of **12** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **548** cases were from the Veterans' Gateway Online Directory.
- A total of **949** cases were from the Veterans' Gateway Mobile Directory.
- A total of **302** cases were from the Covenant Fund Online Directory
- A total of **557** cases were from the Covenant Fund Mobile Directory.
- Amongst **2,727** searches, a total of **359** 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), November 2020

Table 1 provides an overview of the general criteria of searches made UK-wide through the directory of services during November 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 November 2020.

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

- 'National Charities/Organisations - Armed Forces Covenant Fund Trust', followed by 'Employment - Job Seeking' and 'Mental Wellbeing - Accessing Support' were the primary search criteria.

Figures 1 to 4 illustrate the spatial distribution of all directory users located across the UK during November 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 November 2020.

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

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

- Argyll & Bute followed by Wiltshire and Kingston upon Hull were the local authorities with the highest online usage.

Veterans' Gateway Online Directory, November 2020 (N= 548)

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

- 'Mental Wellbeing', followed by 'Employment' and 'Family and Communities' were the primary general search criteria for Veterans' Gateway online users during November 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 November 2020. The top ten search criteria accessed by online users located in the UK during November 2020 are highlighted.

- 'Mental Wellbeing - Accessing Support', followed by 'Specific Search for an Organisation' and 'Employment - Education and Training' 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 November 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 November 2020.

- London followed by the North West and Scotland were the regions with the highest online usage during November 2020.

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

- Argyll & Bute followed by Hounslow and Gateshead were the local authorities with the highest Veterans' Gateway Online usage.

Veterans' Gateway Mobile Directory, November 2020 (N= 949)

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

- 'Employment', followed by 'Finances' and 'Housing' were the primary Veterans' Gateway Mobile search criteria for users located in the UK during November 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 November 2020. The top ten mobile search criteria accessed by users located in the UK during November 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 November 2020.

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

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

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

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

Veterans' Gateway mobile platform performance data

- Total downloads since app launch: 4,427 on Apple and 3,579 on Android.
- Number of software crashes since app launch: 16 on Apple and 135 on Android.
- Number of downloads in November: 167 on Apple and 193 on Android.
- Number of software crashes in November: 1 on Apple and 4 on Android.

Covenant Fund Online Directory, November 2020 (N= 302)

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

- 'Get Active', followed by 'Improve My Wellbeing' and 'Supporting Families & Children' were the primary online search criteria for Covenant Fund online users during November 2020.

Figures 13 to 15 illustrate the spatial distribution of all Covenant Fund online users located across the UK during November 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 November 2020.

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

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

- Carlisle followed by Glasgow City and Portsmouth were the local authorities with the highest Covenant Fund online usage.

Covenant Fund Mobile Directory, November 2020 (N= 557)

Table 16 provides an overview of the general criteria of mobile searches made through the Covenant Fund mobile directory during November 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 November 2020.

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

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

- The South East followed by the South West and Wales were the regions with the highest Covenant Fund mobile usage during November 2020.

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

- Wiltshire followed by Kingston upon Hull and Edinburgh were the local authorities with the highest Covenant Fund mobile usage.

Covenant Fund mobile platform performance data

- Total downloads since app launch: 155 on Apple and 113 on Android.
- Number of software crashes since app launch: 0 on Apple and 0 on Android.
- Number of downloads in November: 152 on Apple and 113 on Android.
- Number of software crashes in November: 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, November 2020

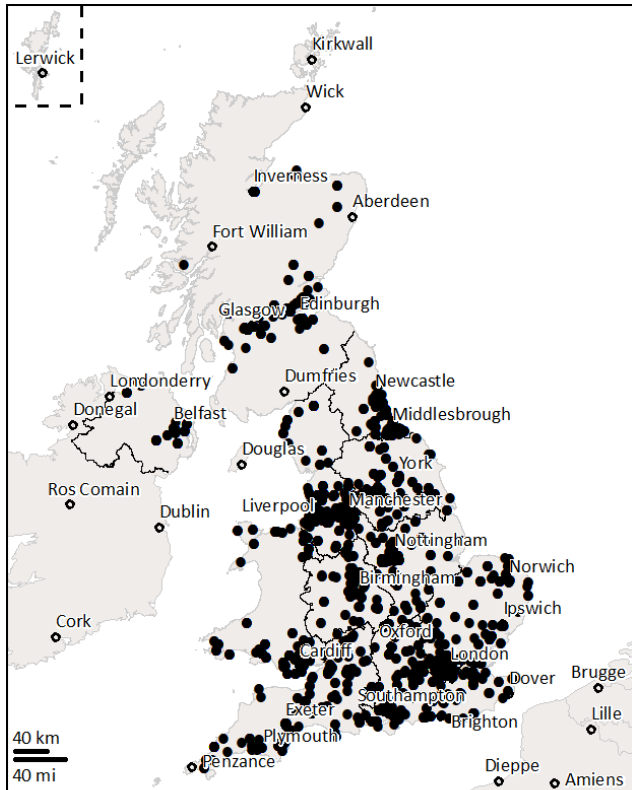
Search Criteria	Search Count	Search Percentage
National Charities/Organisations	917	38.92%
Employment	290	12.31%
Mental Wellbeing	235	9.97%
Housing	190	8.06%
Finances	176	7.47%
Physical Health	136	5.77%
Family and Communities	120	5.09%
COVID19 Local Support	95	4.03%
Specific Search for an Organisation	82	3.48%
Local Support	82	3.48%
Total	2,356	100%

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

Search Criteria	Search Count	Search Percentage
National Charities/Organisations - Armed Forces Covenant Fund Trust	852	36.16%
Employment - Job Seeking	131	5.56%
Mental Wellbeing - Accessing Support	94	3.99%
Employment - Education and Training	88	3.74%
Specific Search for an Organisation	82	3.48%
Housing - Homelessness	70	2.97%
Finances - Grants	58	2.46%
Housing - Housing Advice and Support	51	2.16%
Mental Wellbeing - Support Groups and Emotional Support	45	1.91%
Finances - Benefits	44	1.87%
Finances - Pensions and Compensation	38	1.61%
Family and Communities - Recreation	30	1.27%
Family and Communities - Support for Carers	29	1.23%
Family and Communities - Support Groups and Emotional Support	28	1.19%
Mental Wellbeing - Treatment	27	1.15%
Employment - Volunteering	26	1.10%
Physical Health - Home and Mobility Aids	24	1.02%
Legal Support and Advocacy - Legal Advice	24	1.02%
Physical Health - Support Groups and Emotional Support	21	0.89%
Employment - Self Employment	21	0.89%
Housing - Eviction and Repossession	20	0.85%
Mental Wellbeing - Sports	19	0.81%
Finances - Money and Debt Advice	19	0.81%
Mental Wellbeing - GPs	19	0.81%
Physical Health - Healthcare Services	18	0.76%
Physical Health - GPs	18	0.76%
National Charities/Organisations - SSAFA	18	0.76%
COVID19 Local Support - North West	18	0.76%
Housing - Independent Living	17	0.72%
Family and Communities - GPs	16	0.68%
Finances - Financial Services	16	0.68%
Employment - Support for Offenders	16	0.68%
Mental Wellbeing - Bereavement	16	0.68%
Physical Health - Rehabilitation and Recovery	15	0.64%
Physical Health - Sports	15	0.64%

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Drug and Alcohol Services	15	0.64%
National Charities/Organisations - Royal British Legion	14	0.59%
Local Support - South West	14	0.59%
Housing - Supported Living	13	0.55%
COVID19 Local Support - Yorkshire/ The Humber	13	0.55%
COVID19 Local Support - North East	13	0.55%
Housing - Retirement	13	0.55%
Physical Health - Drug and Alcohol Services	12	0.51%
Local Support - Wales	11	0.47%
Local Support - South East	11	0.47%
COVID19 Local Support - East Midlands	11	0.47%
National Charities/Organisations - ASDIC Drop In Centres	9	0.38%
COVID19 Local Support - South East	9	0.38%
Local Support - Scotland	8	0.34%
Local Support - East of England	8	0.34%
COVID19 Local Support - South West	8	0.34%
Employment - Transition	8	0.34%
Local Support - East Midlands	7	0.30%
Legal Support and Advocacy - Legal Aid	6	0.25%
COVID19 Local Support - Scotland	6	0.25%
Family and Communities - Drug and Alcohol Services	6	0.25%
Family and Communities - Bereavement	6	0.25%
COVID19 Local Support - London	5	0.21%
National Charities/Organisations - Help for Heroes	5	0.21%
Local Support - Northern Ireland	5	0.21%
COVID19 Local Support - East of England	5	0.21%
Family and Communities - Support for the Gurkha Community	5	0.21%
COVID19 Local Support - Wales	5	0.21%
Housing - Nursing and Dementia Care	4	0.17%
Physical Health - Nursing and Dementia Care	4	0.17%
Local Support - Yorkshire/ The Humber	4	0.17%
Local Support - West Midlands	4	0.17%
National Charities/Organisations - Legion Scotland	4	0.17%
Physical Health - Blind Veterans	4	0.17%
National Charities/Organisations - Blesma	4	0.17%
Local Support - North East	4	0.17%
Local Support - London	3	0.13%
Local Support - North West	3	0.13%
National Charities/Organisations - Combat Stress	3	0.13%
Physical Health - End of Life Care	3	0.13%
National Charities/Organisations - Samaritans Branches	2	0.08%
Physical Health - Limb Loss	2	0.08%
National Charities/Organisations - Shelter	2	0.08%
Housing - Respite Care (Day Care and Respite)	2	0.08%
National Charities/Organisations - Citizen Advice Bureau	2	0.08%
Legal Support and Advocacy - Legal Advocacy	2	0.08%
National Charities/Organisations - British Red Cross	2	0.08%
COVID19 Local Support - Northern Ireland	1	0.04%
COVID19 Local Support - West Midlands	1	0.04%
Finances - Support for the Gurkha Community	1	0.04%
Legal Support and Advocacy - Support for the Gurkha Community	1	0.04%
Total	2,356	100%

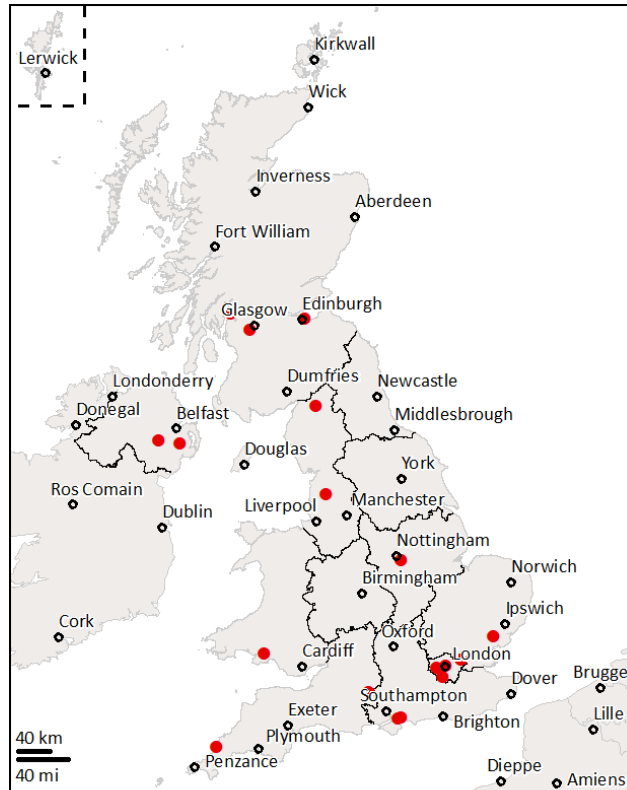
Figure 1. User locations in the UK – All searches, November 2020



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

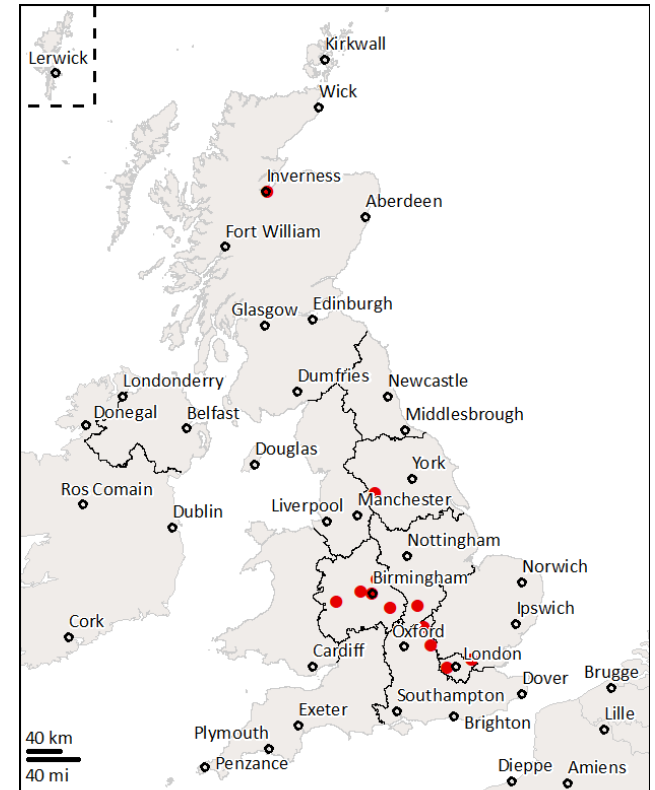
Figure 2. User hotspots in the UK – All searches, November 2020



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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.

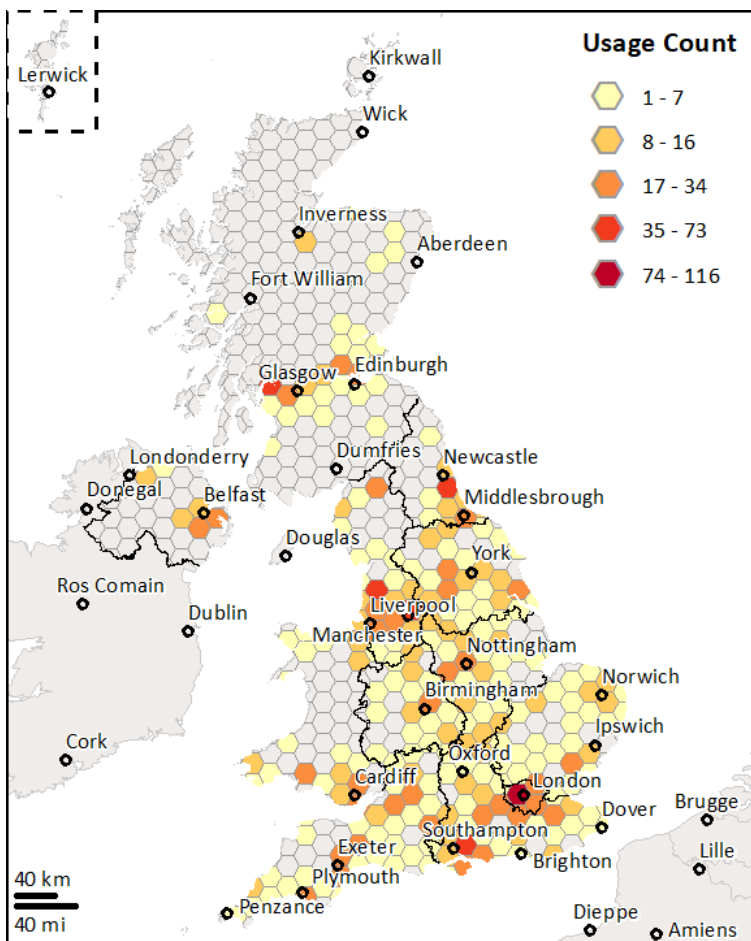
Figure 3. User outliers in the UK – All searches, November 2020



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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, November 2020



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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.

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

N = 2,356

Region	Usage Count	Usage Percentage
South East	342	14.52%
South West	304	12.90%
North West	292	12.39%
Scotland	227	9.63%
Yorkshire and The Humber	203	8.62%
London	193	8.19%
Wales	185	7.85%
East Midlands	156	6.62%
East of England	153	6.49%
North East	129	5.48%
West Midlands	88	3.74%
Northern Ireland	84	3.57%

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

N = 2,356

Top 20 Local Authorities	Usage Count	Usage Percentage
Argyll & Bute	73	3.10%
Wiltshire	51	2.16%
Kingston upon Hull, City of	40	1.70%
Hounslow	38	1.61%
Portsmouth	34	1.44%
Cornwall	34	1.44%
Plymouth	31	1.32%
Fife	30	1.27%
County Durham	29	1.23%
Colchester	26	1.10%
Edinburgh, City of	26	1.10%
Gateshead	23	0.98%
Glasgow City	23	0.98%
Pembrokeshire	22	0.93%
Taunton Deane	22	0.93%
Fareham	22	0.93%
Wigan	22	0.93%
Leeds	21	0.89%
Swansea	20	0.85%
Torbay	20	0.85%

Usage of the Veterans' Gateway Online Directory

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

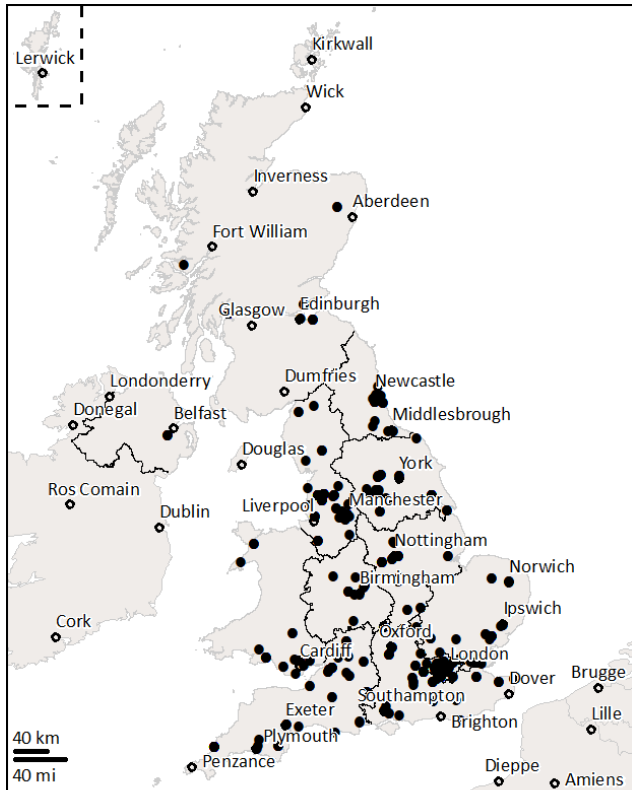
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	109	19.89%
Employment	82	14.96%
Family and Communities	67	12.23%
Housing	59	10.77%
Specific Search for an Organisation	48	8.76%
Physical Health	47	8.58%
Finances	37	6.75%
COVID19 Local Support	32	5.84%
National Charities/Organisations	30	5.47%
Local Support	27	4.93%
Total	548	100%

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

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	50	9.12%
Specific Search for an Organisation	48	8.76%
Employment - Education and Training	32	5.84%
Housing - Homelessness	30	5.47%
Employment - Job Seeking	27	4.93%
Mental Wellbeing - Support Groups and Emotional Support	24	4.38%
Family and Communities - Recreation	21	3.83%
Family and Communities - Support Groups and Emotional Support	18	3.28%
Family and Communities - Support for Carers	13	2.37%
Finances - Benefits	13	2.37%
Finances - Grants	11	2.01%
Housing - Housing Advice and Support	11	2.01%
Employment - Volunteering	10	1.82%
Mental Wellbeing - GPs	9	1.64%
Physical Health - Support Groups and Emotional Support	9	1.64%
Physical Health - Healthcare Services	9	1.64%
COVID19 Local Support - Yorkshire/ The Humber	9	1.64%
Local Support - South West	8	1.46%
Mental Wellbeing - Drug and Alcohol Services	8	1.46%
Mental Wellbeing - Bereavement	8	1.46%
Employment - Support for Offenders	8	1.46%
Legal Support and Advocacy - Legal Advice	7	1.28%
National Charities/Organisations - SSAFA	7	1.28%
Mental Wellbeing - Treatment	7	1.28%
Physical Health - Sports	6	1.09%
Family and Communities - Bereavement	6	1.09%
National Charities/Organisations - Armed Forces Covenant Fund Trust	6	1.09%
COVID19 Local Support - East Midlands	6	1.09%
Housing - Eviction and Repossession	6	1.09%
Local Support - East of England	6	1.09%
Housing - Independent Living	6	1.09%
Finances - Financial Services	5	0.91%
Physical Health - GPs	5	0.91%
Physical Health - Drug and Alcohol Services	5	0.91%

Search Criteria	Search Count	Search Percentage
Local Support - South East	5	0.91%
Finances - Pensions and Compensation	5	0.91%
Physical Health - Home and Mobility Aids	5	0.91%
Physical Health - Rehabilitation and Recovery	4	0.73%
COVID19 Local Support - Scotland	4	0.73%
Family and Communities - Support for the Gurkha Community	4	0.73%
Family and Communities - Drug and Alcohol Services	4	0.73%
Housing - Supported Living	4	0.73%
Local Support - Wales	3	0.55%
National Charities/Organisations - ASDIC Drop In Centres	3	0.55%
COVID19 Local Support - London	3	0.55%
Mental Wellbeing - Sports	3	0.55%
National Charities/Organisations - Royal British Legion	3	0.55%
Employment - Self Employment	3	0.55%
COVID19 Local Support - South West	3	0.55%
Legal Support and Advocacy - Legal Aid	3	0.55%
Physical Health - Nursing and Dementia Care	2	0.36%
National Charities/Organisations - Shelter	2	0.36%
Total	548	100%

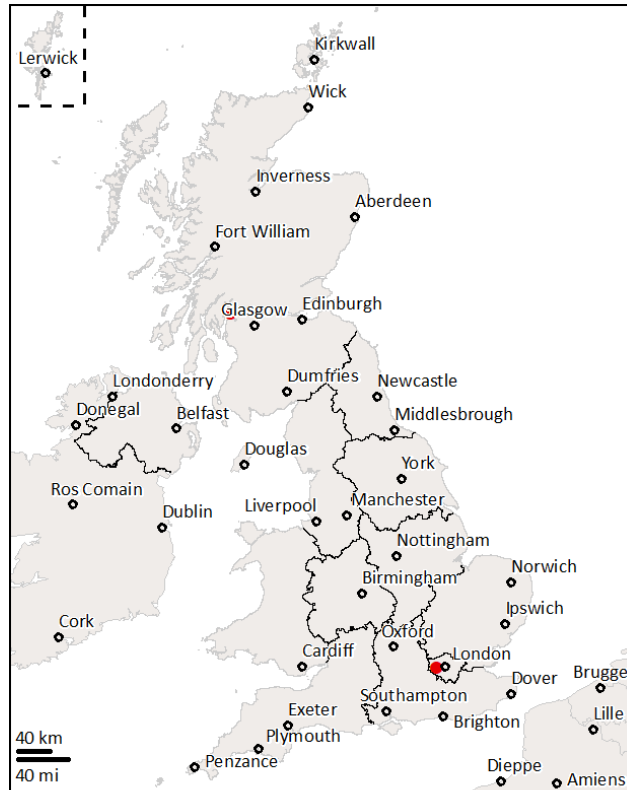
Figure 5. User locations in the UK – Veterans’ Gateway online directory, November 2020



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

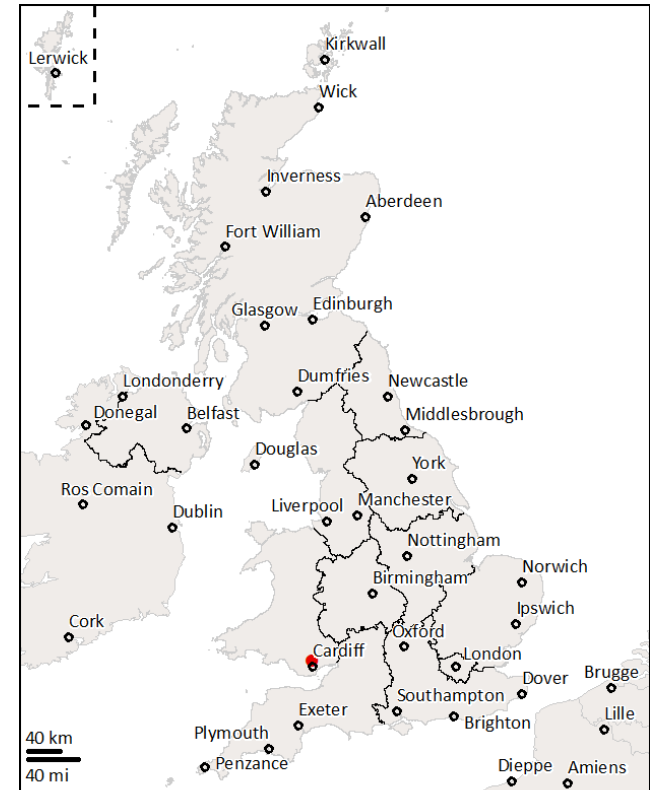
Figure 6. User hotspots in the UK – Veterans’ Gateway online directory, November 2020



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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.

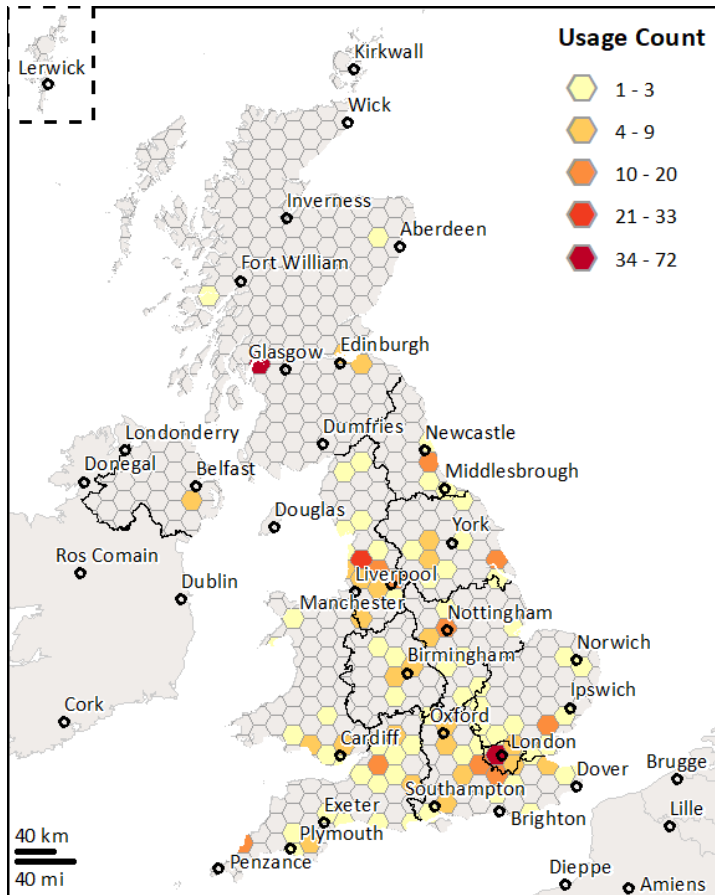
Figure 7. User outliers in the UK – Veterans’ Gateway online directory, November 2020



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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, November 2020



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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.

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

N = 548

Region	Usage Count	Usage Percentage
London	91	16.61%
North West	86	15.69%
Scotland	84	15.33%
South East	64	11.68%
South West	62	11.31%
Yorkshire and The Humber	40	7.30%
North East	28	5.11%
East Midlands	27	4.93%
East of England	25	4.56%
Wales	24	4.38%
West Midlands	13	2.37%
Northern Ireland	4	0.73%

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

N = 548

Top 20 Local Authorities	Usage Count	Usage Percentage
Argyll & Bute	72	13.14%
Hounslow	38	6.93%
Gateshead	16	2.92%
Cornwall	15	2.74%
Runnymede	12	2.19%
Preston	12	2.19%
Fylde	12	2.19%
Sutton	11	2.01%
Kingston upon Hull, City of	11	2.01%
Colchester	10	1.82%
Manchester	9	1.64%
South Ribble	9	1.64%
Bristol, City of	9	1.64%
Harrogate	9	1.64%
City of London	8	1.46%
Blackburn with Darwen	8	1.46%
Gedling	7	1.28%
Wandsworth	7	1.28%
Derby	7	1.28%
Wiltshire	7	1.28%

Usage of the Veterans' Gateway mobile directory of services

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

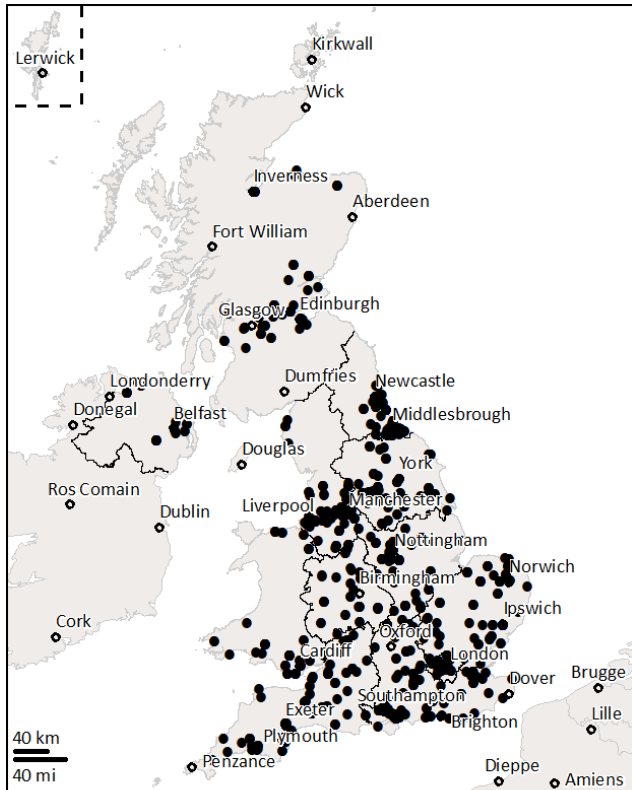
Search Criteria	Search Count	Search Percentage
Employment	208	21.92%
Finances	139	14.65%
Housing	131	13.80%
Mental Wellbeing	126	13.28%
Physical Health	89	9.38%
COVID19 Local Support	63	6.64%
Local Support	55	5.80%
Family and Communities	53	5.58%
National Charities/Organisations	49	5.16%
Legal Support and Advocacy	23	2.42%
Total	949	100%

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	104	10.96%
Employment - Education and Training	56	5.90%
Finances - Grants	47	4.95%
Mental Wellbeing - Accessing Support	44	4.64%
Housing - Housing Advice and Support	40	4.21%
Housing - Homelessness	40	4.21%
Finances - Pensions and Compensation	33	3.48%
Finances - Benefits	31	3.27%
Mental Wellbeing - Support Groups and Emotional Support	21	2.21%
Mental Wellbeing - Treatment	20	2.11%
Physical Health - Home and Mobility Aids	19	2.00%
Employment - Self Employment	18	1.90%
COVID19 Local Support - North West	17	1.79%
Legal Support and Advocacy - Legal Advice	17	1.79%
Finances - Money and Debt Advice	17	1.79%
Employment - Volunteering	16	1.69%
Family and Communities - Support for Carers	16	1.69%
Mental Wellbeing - Sports	16	1.69%
Family and Communities - GPs	15	1.58%
Housing - Eviction and Repossession	14	1.48%
Physical Health - GPs	13	1.37%
Specific Search for an Organisation	13	1.37%
Housing - Retirement	13	1.37%
Physical Health - Support Groups and Emotional Support	12	1.26%
National Charities/Organisations - SSAFA	11	1.16%
COVID19 Local Support - North East	11	1.16%
Housing - Independent Living	11	1.16%
Physical Health - Rehabilitation and Recovery	11	1.16%
National Charities/Organisations - Royal British Legion	11	1.16%
Finances - Financial Services	11	1.16%
Mental Wellbeing - GPs	10	1.05%
Family and Communities - Support Groups and Emotional Support	10	1.05%
Physical Health - Healthcare Services	9	0.95%
Family and Communities - Recreation	9	0.95%
Physical Health - Sports	9	0.95%

Search Criteria	Search Count	Search Percentage
Housing - Supported Living	9	0.95%
National Charities/Organisations - Armed Forces Covenant Fund Trust	8	0.84%
Local Support - Wales	8	0.84%
Mental Wellbeing - Bereavement	8	0.84%
Employment - Support for Offenders	8	0.84%
Mental Wellbeing - Drug and Alcohol Services	7	0.74%
COVID19 Local Support - South East	7	0.74%
Physical Health - Drug and Alcohol Services	7	0.74%
Local Support - Scotland	7	0.74%
Local Support - South West	6	0.63%
National Charities/Organisations - ASDIC Drop In Centres	6	0.63%
Local Support - South East	6	0.63%
Employment - Transition	6	0.63%
Local Support - East Midlands	6	0.63%
Local Support - Northern Ireland	5	0.53%
COVID19 Local Support - East Midlands	5	0.53%
COVID19 Local Support - Wales	5	0.53%
COVID19 Local Support - South West	5	0.53%
Local Support - West Midlands	4	0.42%
COVID19 Local Support - Yorkshire/ The Humber	4	0.42%
COVID19 Local Support - East of England	4	0.42%
National Charities/Organisations - Help for Heroes	4	0.42%
Physical Health - End of Life Care	3	0.32%
Local Support - North East	3	0.32%
Local Support - London	3	0.32%
Legal Support and Advocacy - Legal Aid	3	0.32%
Local Support - Yorkshire/ The Humber	3	0.32%
Physical Health - Blind Veterans	3	0.32%
Physical Health - Nursing and Dementia Care	2	0.21%
National Charities/Organisations - Citizen Advice Bureau	2	0.21%
Family and Communities - Drug and Alcohol Services	2	0.21%
Legal Support and Advocacy - Legal Advocacy	2	0.21%
Total	949	100%

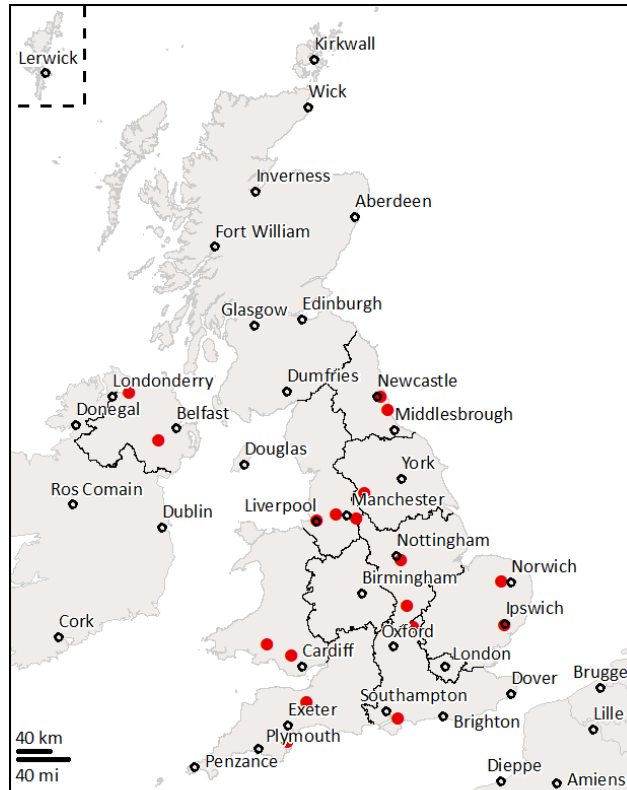
Figure 9. User locations in the UK – Veterans’ Gateway mobile directory, November 2020



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

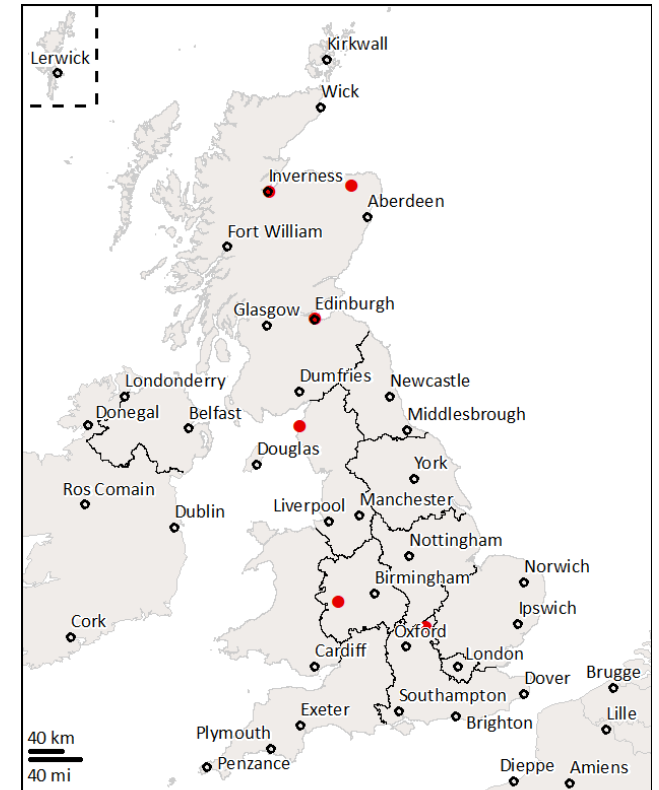
Figure 10. User hotspots in the UK – Veterans’ Gateway mobile directory, November 2020



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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.

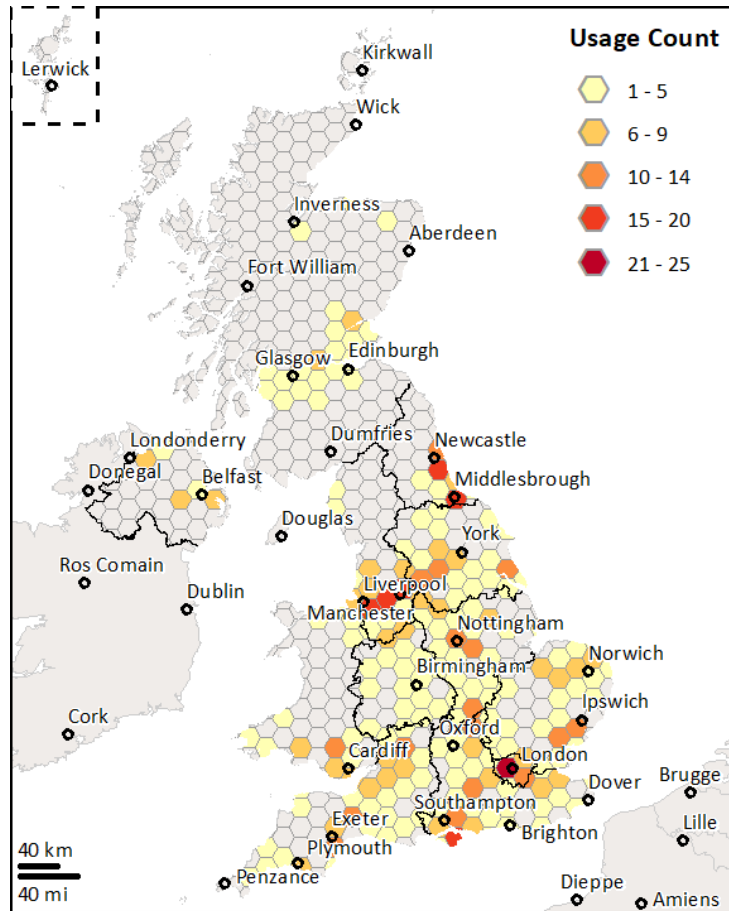
Figure 11. User outliers in the UK – Veterans’ Gateway mobile directory, November 2020



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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, November 2020



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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.

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

N = 949

Region	Usage Count	Usage Percentage
South East	143	15.07%
South West	114	12.01%
North West	111	11.70%
Yorkshire and The Humber	98	10.33%
East of England	85	8.96%
East Midlands	81	8.54%
North East	71	7.48%
Scotland	65	6.85%
Wales	58	6.11%
London	48	5.06%
West Midlands	44	4.64%
Northern Ireland	31	3.27%

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

N = 949

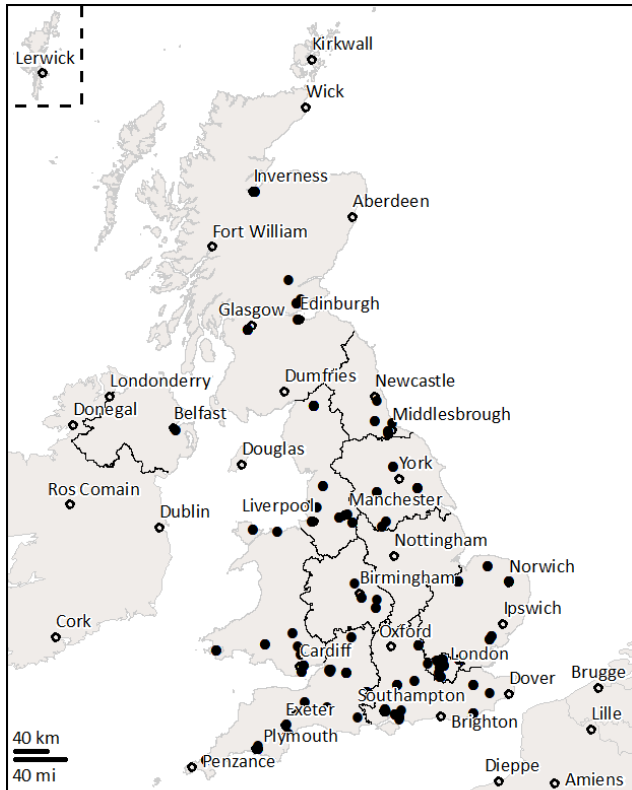
Top 20 Local Authorities	Usage Count	Usage Percentage
County Durham	19	2.00%
Gosport	17	1.79%
Wigan	16	1.69%
Bradford	15	1.58%
Liverpool	14	1.48%
Rushcliffe	13	1.37%
Taunton Deane	13	1.37%
Causeway Coast and Glens	13	1.37%
Milton Keynes	12	1.26%
Cornwall	11	1.16%
Cheshire East	11	1.16%
Rhondda Cynon Taf	11	1.16%
East Riding of Yorkshire	11	1.16%
North Norfolk	10	1.05%
Breckland	10	1.05%
Stockton-on-Tees	10	1.05%
Medway	10	1.05%
South Somerset	9	0.95%
Leeds	9	0.95%
Kingston upon Hull, City of	9	0.95%

Usage of the Covenant Fund Online Directory

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

Search Criteria	Search Count	Search Percentage
Get Active	80	26.49%
Improve My Wellbeing	48	15.89%
Supporting Families & Children	44	14.57%
Get Creative	30	9.93%
Places to Go	26	8.61%
Get More Specialist Help	25	8.28%
Supporting Additional Needs	21	6.95%
Improve My Skills	18	5.96%
Specific Search for an Organisation	10	3.31%
Total	302	100%

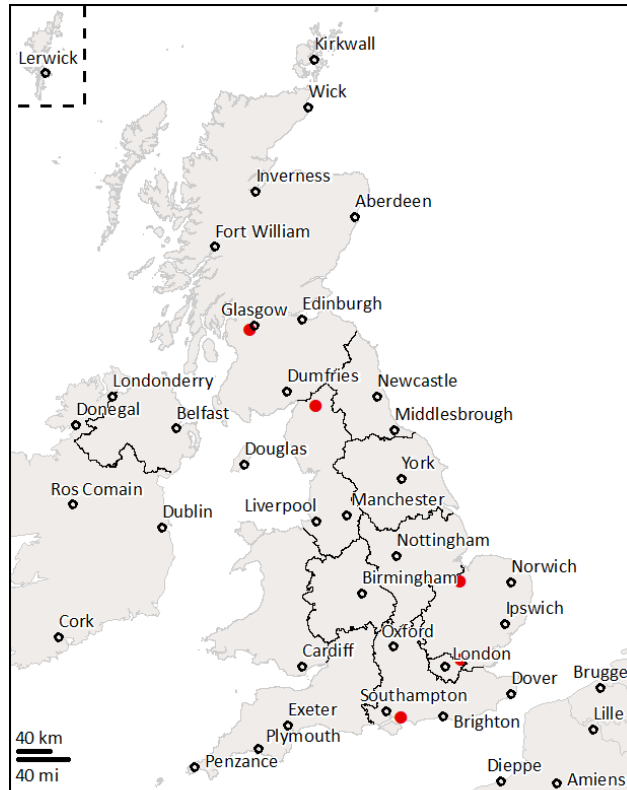
Figure 13. User locations in the UK – Covenant Fund online directory, November 2020



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

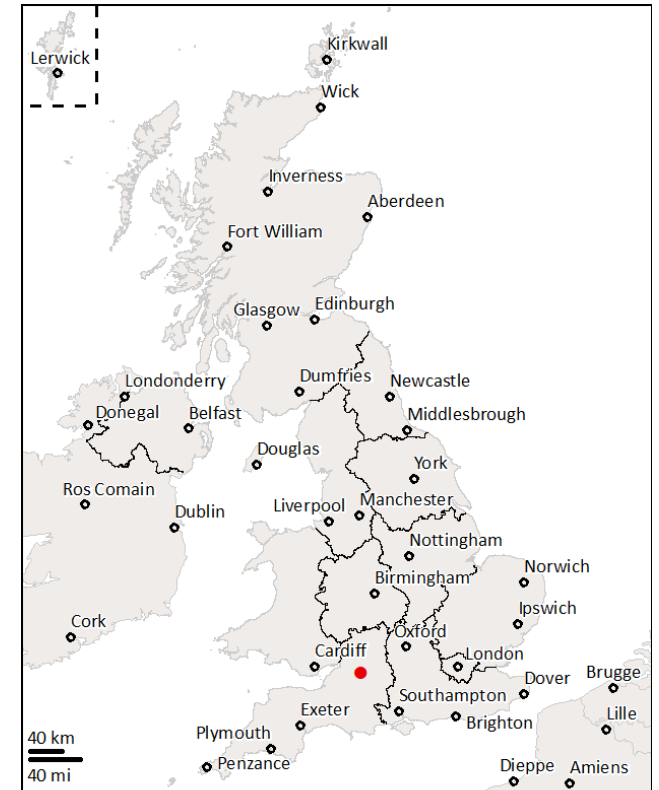
Figure 14. User hotspots in the UK – Covenant Fund online directory, November 2020



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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.

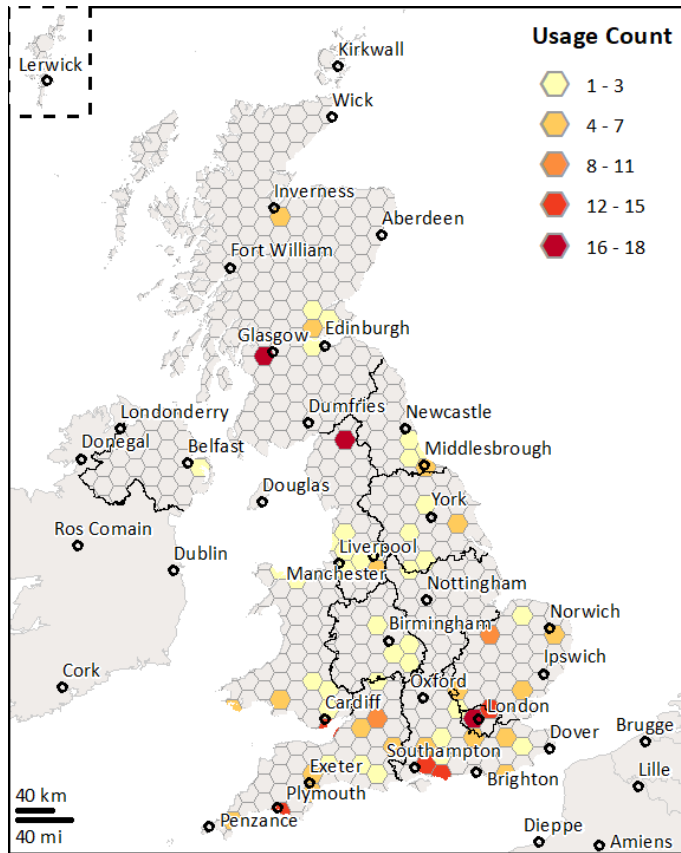
Figure 15. User outliers in the UK – Covenant Fund online directory, November 2020



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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, November 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, November 2020

N = 302

Region	Usage Count	Usage Percentage
South West	56	18.54%
South East	45	14.90%
London	38	12.58%
North West	34	11.26%
Wales	32	10.60%
Scotland	31	10.26%
East of England	30	9.93%
Yorkshire and The Humber	16	5.30%
North East	10	3.31%
West Midlands	8	2.65%
Northern Ireland	2	0.66%
South West	56	18.54%

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

N = 302

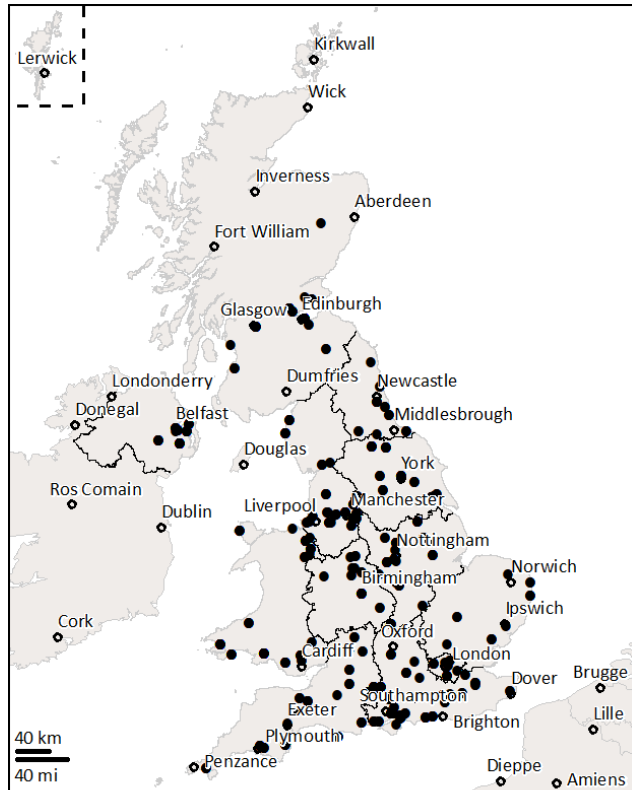
Top 20 Local Authorities	Usage Count	Usage Percentage
Carlisle	17	5.63%
Glasgow City	17	5.63%
Portsmouth	17	5.63%
Wiltshire	15	4.97%
Plymouth	15	4.97%
Havering	14	4.64%
King's Lynn and West Norfolk	11	3.64%
Cardiff	9	2.98%
Colchester	7	2.32%
City of London	6	1.99%
Teignbridge	6	1.99%
East Riding of Yorkshire	6	1.99%
Fareham	6	1.99%
Fife	6	1.99%
Stockton-on-Tees	5	1.66%
Norwich	5	1.66%
Sutton	5	1.66%
Basingstoke and Deane	5	1.66%
Pembrokeshire	5	1.66%
Cornwall	5	1.66%

Usage of the Covenant Fund Mobile Directory

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

Search Criteria	Search Count	Search Percentage
Get Active	112	20.11%
Improve My Wellbeing	110	19.75%
Places to Go	95	17.06%
Get Creative	64	11.49%
Improve My Skills	56	10.05%
Get More Specialist Help	46	8.26%
Supporting Families & Children	41	7.36%
Supporting Additional Needs	22	3.95%
Specific Search for an Organisation	11	1.97%
Total	557	100%

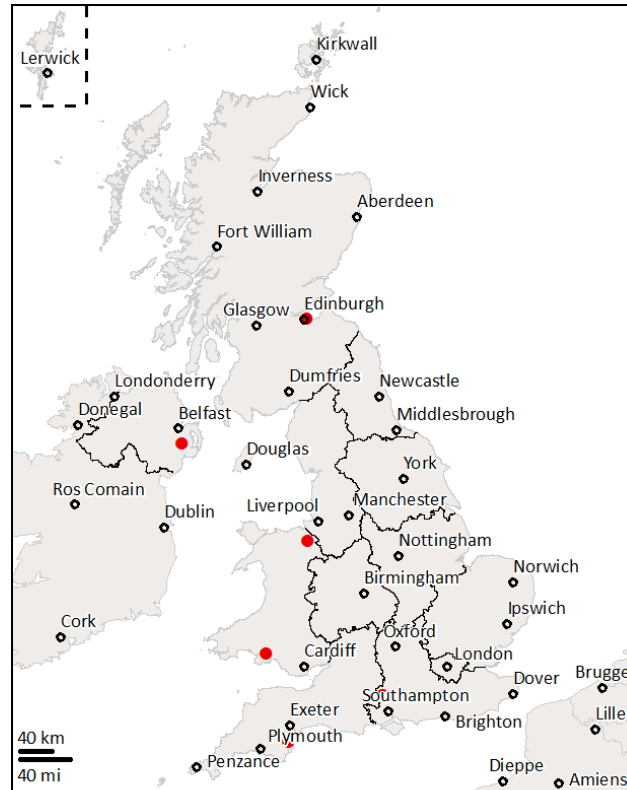
Figure 17. User locations in the UK – Covenant Fund mobile directory, November 2020



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

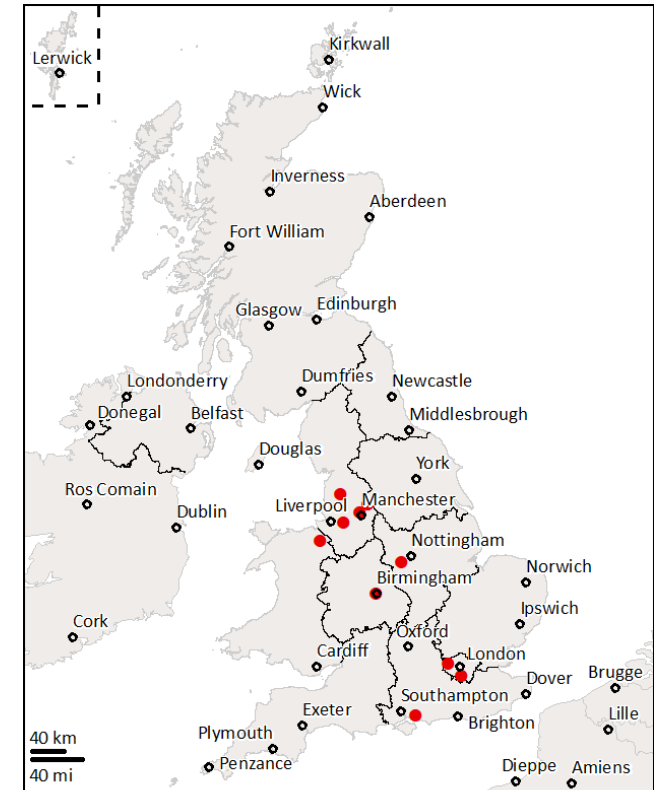
Figure 18. User hotspots in the UK – Covenant Fund mobile directory, November 2020



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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.

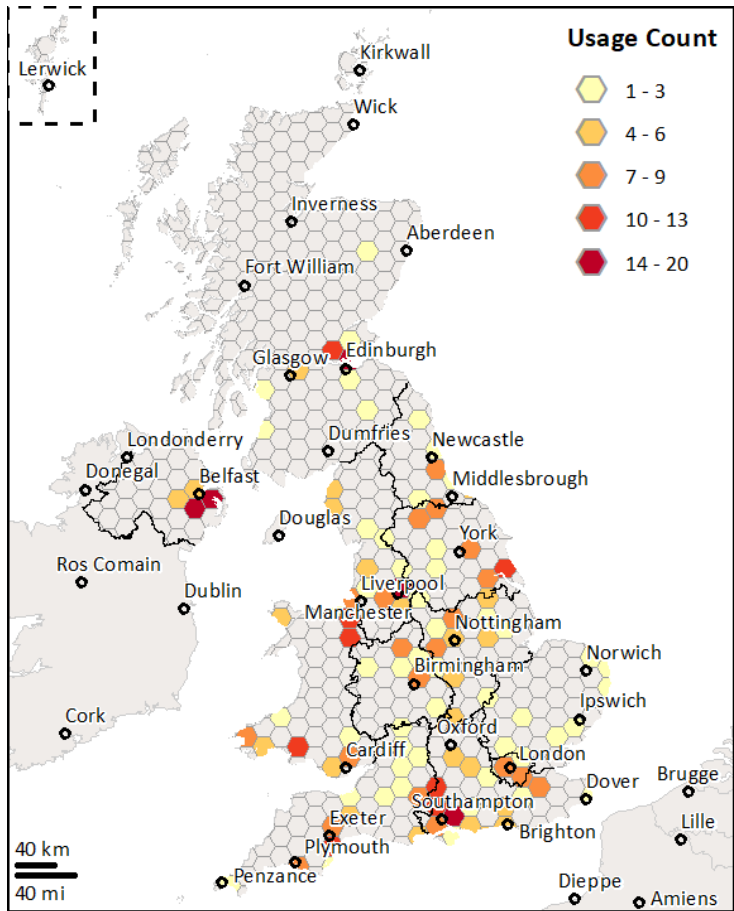
Figure 19. User outliers in the UK – Covenant Fund mobile directory, November 2020



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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, November 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, November 2020

N = 557

Region	Usage Count	Usage Percentage
South East	90	16.16%
South West	72	12.93%
Wales	71	12.75%
North West	61	10.95%
Yorkshire and The Humber	49	8.80%
East Midlands	48	8.62%
Scotland	47	8.44%
Northern Ireland	47	8.44%
West Midlands	23	4.13%
North East	20	3.59%
London	16	2.87%
East of England	13	2.33%

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

N = 557

Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	21	3.77%
Kingston upon Hull, City of	20	3.59%
Edinburgh, City of	18	3.23%
Test Valley	17	3.05%
Newry, Mourne and Down	16	2.87%
Fife	14	2.51%
North Down and Ards	14	2.51%
Pembrokeshire	14	2.51%
Torbay	13	2.33%
Swansea	13	2.33%
Portsmouth	12	2.15%
Belfast	12	2.15%
Flintshire	12	2.15%
Birmingham	9	1.62%
South Derbyshire	9	1.62%
Tameside	8	1.44%
Fareham	8	1.44%
Plymouth	8	1.44%
North Kesteven	8	1.44%
Taunton Deane	7	1.26%