

# **Usage of the Veterans' Gateway online and mobile directory of services**

**April 2020**

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

**ARMED FORCES  
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**FUND TRUST**

**The Northern Hub for Veterans and Military Families Research**



**Northumbria  
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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 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 May 2020.

### Map of Need Covenant Officers

| <b>UK Wide COs</b>  | <b>Coverage</b>  |
|---|--|
| The Royal British Legion  | UK   |
| Cobseo  | UK   |
|   |  |
| <b>England COs</b>  | <b>Coverage</b>  |
| 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  |
|   |  |
| <b>Wales COs</b>  | <b>Coverage</b>  |
| Welsh Government  | Wales  |
|   |  |
| <b>Northern Ireland COs</b>   | <b>Coverage</b>  |
| The Veterans Support Office   | Northern Ireland   |
|   |  |
| <b>Scotland COs</b>   | <b>Coverage</b>  |
| To be determined by Central Scottish Government                       | Scotland   |

## Key Findings – April 2020

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

On the 1<sup>st</sup> May 2020, the directory of services included **16,313** markers, each representing a service available to veterans or service families.

During April 2020, the directory attracted **1,085** individual searches for services.

- A total of **63** cases were from the Alfresco platform. The Alfresco platform enables multiple trusted partners to engage and update the directory in real-time.
- A total of **107** cases were from the mobile version of the directory.
- A total of **721** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **194** cases had no referrer recorded.
- Among **721** cases that had the online directory of services as the referrer, a total of **34** cases had users located outside of the UK, and a total of **687** cases had users located within the UK.
- Among **107** cases that had the mobile directory of services as the referrer, a total of **26** cases had users located outside of the UK, and a total of **81** cases had users located within the UK.

## Key Findings – Online directory, April 2020 (N= 687)

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

- 'COVID-19 Local Support, followed by 'Mental Wellbeing' and 'Employment' were the primary general online search criteria for online users located in the UK during April 2020.

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

- 'COVID-19 Local Support - West Midlands', followed by 'Specific search for an organisation' and 'Employment - Job Seeking' were the primary online search criteria.

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

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

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

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

- Colchester followed by Glasgow City and Bristol were the local authorities with the highest online usage.

## **Key Findings – Mobile directory, April 2020 (N= 81)**

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

- 'COVID-19 Local Support, followed by 'Mental Wellbeing' and 'Employment' were the primary general mobile search criteria for users located in the UK during April 2020.

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

- 'COVID-19 Local Support - South West', followed by 'COVID-19 Local Support - West Midlands' and 'Employment - Job Seeking' were the primary mobile search criteria.

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

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

- Yorkshire and The Humber followed by East of England and West Midlands were the regions with the highest mobile usage during April 2020.

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

- Richmondshire followed by Braintree and Coventry were the local authorities with the highest mobile usage.

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

**Table 1. General search criteria from users located in the UK – Online directory, April 2020**

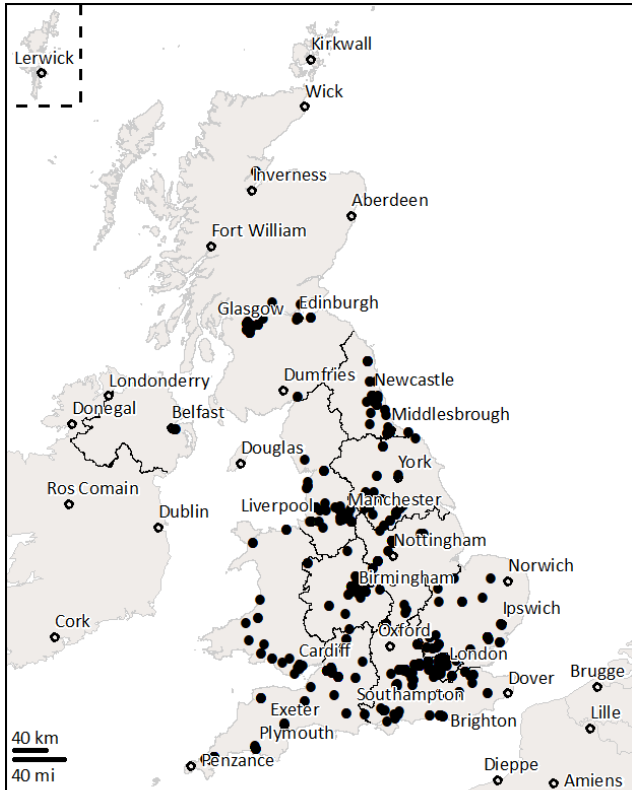
| Search Criteria                     | Search Count | Search Percentage |
|-------------------------------------|--------------|-------------------|
| COVID-19 Local Support              | 310          | 45.12%            |
| Mental Wellbeing                    | 86           | 12.52%            |
| Employment                          | 76           | 11.06%            |
| Specific search for an organisation | 62           | 9.02%             |
| Family and Communities              | 53           | 7.71%             |
| Finances                            | 31           | 4.51%             |
| Housing                             | 23           | 3.35%             |
| Physical Health                     | 20           | 2.91%             |
| Legal Support and Advocacy          | 13           | 1.89%             |
| National Charities/Organisations    | 8            | 1.16%             |
| Local Government Support            | 5            | 0.73%             |
| <b>Total</b>                        | <b>687</b>   | <b>100.00%</b>    |

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

| Search Criteria   | Search Count | Search Percentage |
|---|--------------|-------------------|
| COVID-19 Local Support - West Midlands                        | 92           | 13.39%            |
| Specific search for an organisation                           | 62           | 9.02%             |
| Employment - Job Seeking                                      | 38           | 5.53%             |
| COVID-19 Local Support - South West                           | 37           | 5.39%             |
| Family and Communities - Recreation                           | 35           | 5.09%             |
| COVID-19 Local Support - South East                           | 30           | 4.37%             |
| COVID-19 Local Support - Wales                                | 30           | 4.37%             |
| COVID-19 Local Support - East Midlands                        | 25           | 3.64%             |
| Mental Wellbeing - Support Groups and Emotional Support       | 25           | 3.64%             |
| Mental Wellbeing - Accessing Support                          | 24           | 3.49%             |
| COVID-19 Local Support - North West                           | 24           | 3.49%             |
| COVID-19 Local Support - Yorkshire/ The Humber                | 19           | 2.77%             |
| Mental Wellbeing - Treatment                                  | 17           | 2.47%             |
| COVID-19 Local Support - Scotland                             | 13           | 1.89%             |
| Mental Wellbeing - Drug and Alcohol Services                  | 13           | 1.89%             |
| COVID-19 Local Support - East of England                      | 13           | 1.89%             |
| Finances - Grants   | 13           | 1.89%             |
| Physical Health - Home and Mobility Aids                      | 12           | 1.75%             |
| COVID-19 Local Support - London                               | 12           | 1.75%             |
| Employment - Self Employment                                  | 12           | 1.75%             |
| Employment - Education and Training                           | 12           | 1.75%             |
| COVID-19 Local Support - North East                           | 11           | 1.60%             |
| Legal Support and Advocacy - Legal Advice                     | 9            | 1.31%             |
| Family and Communities - Support Groups and Emotional Support | 9            | 1.31%             |
| Housing - Housing Advice and Support                          | 7            | 1.02%             |
| Employment - Support for Offenders                            | 7            | 1.02%             |
| Employment - Volunteering                                     | 6            | 0.87%             |
| Finances - Benefits   | 5            | 0.73%             |
| Housing - Homelessness  | 5            | 0.73%             |

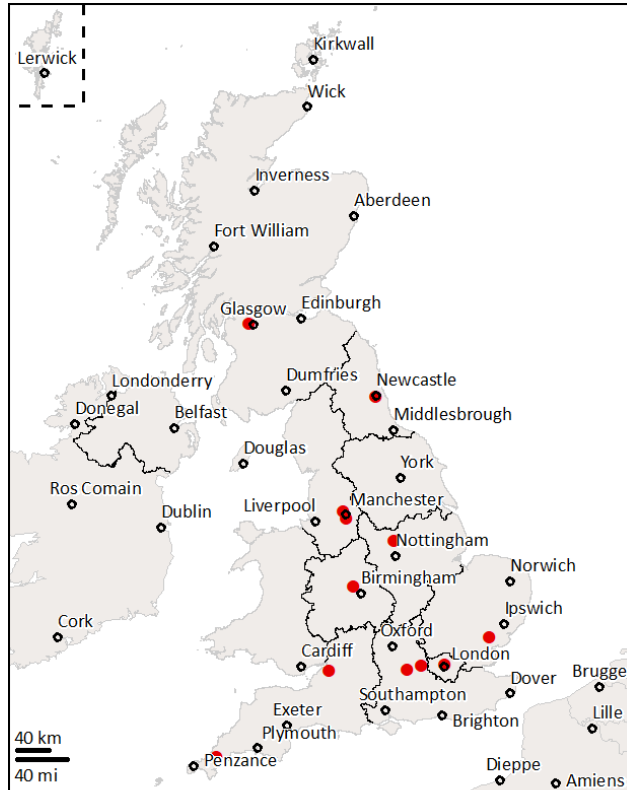
| <b>Search Criteria</b>   | <b>Search Count</b> | <b>Search Percentage</b> |
|--|---------------------|--------------------------|
| <b>Physical Health - Rehabilitation and Recovery</b>                 | 4                   | 0.58%                    |
| <b>Finances - Money and Debt Advice</b>                              | 4                   | 0.58%                    |
| <b>Housing - Nursing and Dementia Care</b>                           | 4                   | 0.58%                    |
| <b>Finances - Support for the Gurkha Community</b>                   | 4                   | 0.58%                    |
| <b>COVID-19 Local Support - Northern Ireland</b>                     | 4                   | 0.58%                    |
| <b>National Charities/Organisations - Help for Heroes</b>            | 3                   | 0.44%                    |
| <b>Mental Wellbeing - Sports</b>                                     | 3                   | 0.44%                    |
| <b>National Charities/Organisations - SSAFA</b>                      | 3                   | 0.44%                    |
| <b>Local Government Support - East Midlands</b>                      | 3                   | 0.44%                    |
| <b>Family and Communities - Support for the Gurkha Community</b>     | 3                   | 0.44%                    |
| <b>Mental Wellbeing - Bereavement</b>                                | 3                   | 0.44%                    |
| <b>Finances - Financial Services</b>                                 | 3                   | 0.44%                    |
| <b>Family and Communities - GPs</b>                                  | 2                   | 0.29%                    |
| <b>Housing - Independent Living</b>                                  | 2                   | 0.29%                    |
| <b>Finances - Pensions and Compensation</b>                          | 2                   | 0.29%                    |
| <b>Family and Communities - Drug and Alcohol Services</b>            | 2                   | 0.29%                    |
| <b>Physical Health - Drug and Alcohol Services</b>                   | 2                   | 0.29%                    |
| <b>Legal Support and Advocacy - Legal Aid</b>                        | 2                   | 0.29%                    |
| <b>Housing - Supported Living</b>                                    | 2                   | 0.29%                    |
| <b>Family and Communities - Support for Carers</b>                   | 2                   | 0.29%                    |
| <b>Housing - Eviction and Repossession</b>                           | 2                   | 0.29%                    |
| <b>Physical Health - GPs</b>   | 1                   | 0.15%                    |
| <b>Local Government Support - Yorkshire/ The Humber</b>              | 1                   | 0.15%                    |
| <b>Physical Health - Nursing and Dementia Care</b>                   | 1                   | 0.15%                    |
| <b>National Charities/Organisations - British Red Cross</b>          | 1                   | 0.15%                    |
| <b>Mental Wellbeing - GPs</b>  | 1                   | 0.15%                    |
| <b>Legal Support and Advocacy - Legal Advocacy</b>                   | 1                   | 0.15%                    |
| <b>Housing - Retirement</b>  | 1                   | 0.15%                    |
| <b>National Charities/Organisations - Royal British Legion</b>       | 1                   | 0.15%                    |
| <b>Local Government Support - West Midlands</b>                      | 1                   | 0.15%                    |
| <b>Employment - Transition</b>                                       | 1                   | 0.15%                    |
| <b>Legal Support and Advocacy - Support for the Gurkha Community</b> | 1                   | 0.15%                    |
| <b>Total</b>   | <b>687</b>          | <b>100%</b>              |

**Figure 1. User locations in the UK – Online directory, April 2020**



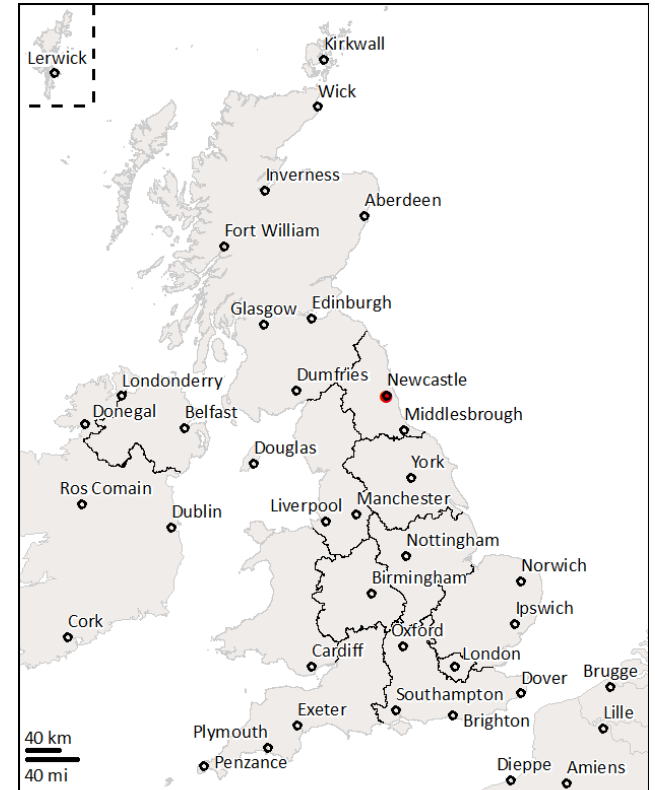
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**Figure 2. User hotspots in the UK – Online directory, April 2020**



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**Figure 3. User outliers in the UK – Online directory, April 2020**



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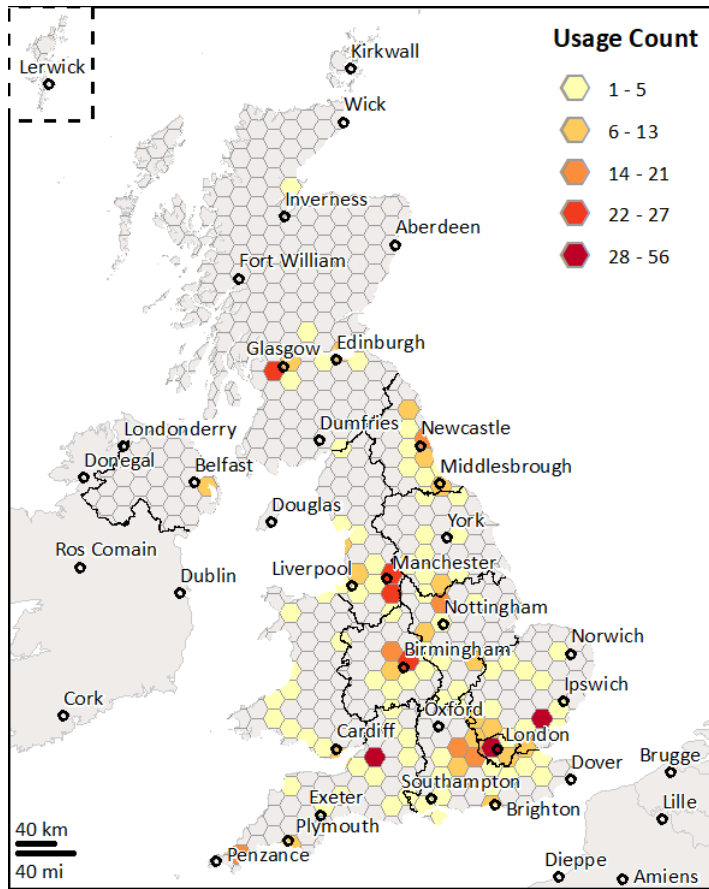
*The figure above shows the location of all the postcode districts with online directory users during April 2020.*

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

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



**Figure 4. User locations in the UK – Online directory, April 2020**



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

**Table 3. UK regional usage – Online directory, April 2020**

**N = 687**

| Region                   | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| South East               | 96          | 13.97%           |
| South West               | 84          | 12.23%           |
| North West               | 76          | 11.06%           |
| London                   | 76          | 11.06%           |
| East of England          | 74          | 10.77%           |
| West Midlands            | 67          | 9.75%            |
| Scotland                 | 53          | 7.71%            |
| North East               | 51          | 7.42%            |
| East Midlands            | 45          | 6.55%            |
| Yorkshire and The Humber | 36          | 5.24%            |
| Wales                    | 23          | 3.35%            |
| Northern Ireland         | 6           | 0.87%            |

**Table 4. Main local authorities for usage – Online directory, April 2020**

**N = 687**

| Top 20 Local Authorities     | Usage Count | Usage Percentage |
|------------------------------|-------------|------------------|
| Colchester                   | 40          | 5.82%            |
| Glasgow City                 | 31          | 4.51%            |
| Bristol, City of             | 25          | 3.64%            |
| Bury                         | 23          | 3.35%            |
| Wolverhampton                | 19          | 2.77%            |
| Manchester                   | 18          | 2.62%            |
| Mansfield                    | 18          | 2.62%            |
| Cornwall                     | 18          | 2.62%            |
| Newcastle upon Tyne          | 17          | 2.47%            |
| Islington                    | 16          | 2.33%            |
| Wokingham                    | 13          | 1.89%            |
| Doncaster                    | 13          | 1.89%            |
| Slough                       | 12          | 1.75%            |
| Wandsworth                   | 11          | 1.60%            |
| Bath and North East Somerset | 11          | 1.60%            |
| Solihull                     | 10          | 1.46%            |
| Northumberland               | 10          | 1.46%            |
| South Kesteven               | 9           | 1.31%            |
| Derby                        | 8           | 1.16%            |
| Brighton and Hove            | 8           | 1.16%            |

## Usage of the Veterans' Gateway mobile directory of services

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

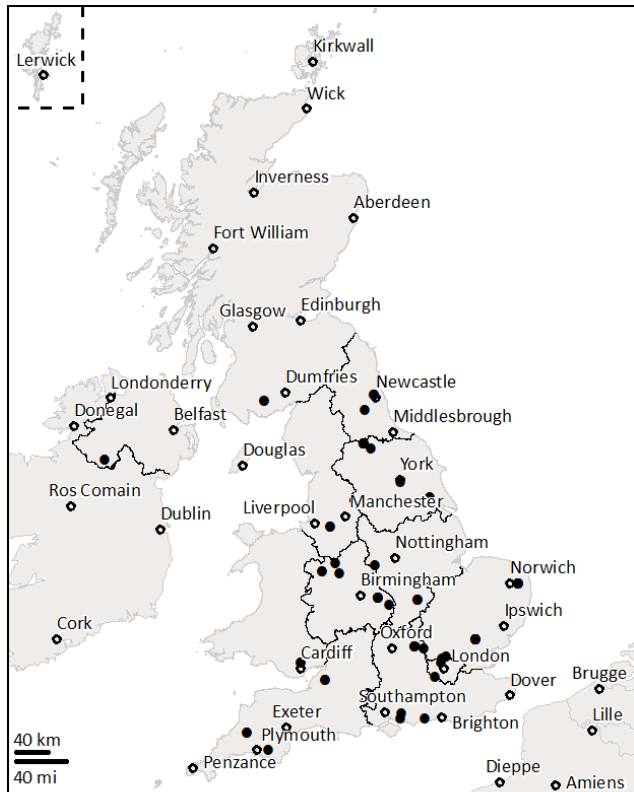
| Search Criteria                  | Search Count | Search Percentage |
|----------------------------------|--------------|-------------------|
| COVID-19 Local Support           | 34           | 41.98%            |
| Mental Wellbeing                 | 14           | 17.28%            |
| Employment                       | 12           | 14.81%            |
| National Charities/Organisations | 5            | 6.17%             |
| Family and Communities           | 5            | 6.17%             |
| Housing                          | 4            | 4.94%             |
| Physical Health                  | 3            | 3.70%             |
| Local Government Support         | 3            | 3.70%             |
| Finances                         | 1            | 1.23%             |
| <b>Total</b>                     | <b>81</b>    | <b>100.00%</b>    |

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

| Search Criteria   | Search Count | Search Percentage |
|---|--------------|-------------------|
| COVID-19 Local Support - South West                     | 8            | 9.88%             |
| COVID-19 Local Support - West Midlands                  | 6            | 7.41%             |
| Employment - Job Seeking                                | 6            | 7.41%             |
| COVID-19 Local Support - North East                     | 5            | 6.17%             |
| COVID-19 Local Support - East Midlands                  | 4            | 4.94%             |
| COVID-19 Local Support - South East                     | 4            | 4.94%             |
| Employment - Education and Training                     | 4            | 4.94%             |
| Mental Wellbeing - Sports                               | 4            | 4.94%             |
| Mental Wellbeing - Accessing Support                    | 3            | 3.70%             |
| Mental Wellbeing - GPs                                  | 3            | 3.70%             |
| Mental Wellbeing - Support Groups and Emotional Support | 3            | 3.70%             |
| Housing - Housing Advice and Support                    | 2            | 2.47%             |
| COVID-19 Local Support - East of England                | 2            | 2.47%             |
| National Charities/Organisations - Combat Stress        | 2            | 2.47%             |
| Employment - Transition                                 | 2            | 2.47%             |
| Family and Communities - Bereavement                    | 2            | 2.47%             |
| Family and Communities - Recreation                     | 2            | 2.47%             |
| National Charities/Organisations - SSAFA                | 1            | 1.23%             |
| Family and Communities - Drug and Alcohol Services      | 1            | 1.23%             |
| COVID-19 Local Support - Wales                          | 1            | 1.23%             |
| COVID-19 Local Support - Yorkshire/ The Humber          | 1            | 1.23%             |
| National Charities/Organisations - Help for Heroes      | 1            | 1.23%             |
| COVID-19 Local Support - London                         | 1            | 1.23%             |
| Physical Health - Sports                                | 1            | 1.23%             |
| Housing - Independent Living                            | 1            | 1.23%             |
| COVID-19 Local Support - Northern Ireland               | 1            | 1.23%             |
| Local Government Support - North West                   | 1            | 1.23%             |
| Physical Health - Limb Loss                             | 1            | 1.23%             |
| Local Government Support - South East                   | 1            | 1.23%             |
| National Charities/Organisations - Royal British Legion | 1            | 1.23%             |
| Local Government Support - Yorkshire/ The Humber        | 1            | 1.23%             |
| Physical Health - GPs                                   | 1            | 1.23%             |

| <b>Search Criteria</b>                              | <b>Search Count</b> | <b>Search Percentage</b> |
|---|---------------------|--------------------------|
| <b>COVID-19 Local Support - North West</b>          | 1                   | 1.23%                    |
| <b>Mental Wellbeing - Drug and Alcohol Services</b> | 1                   | 1.23%                    |
| <b>Finances - Pensions and Compensation</b>         | 1                   | 1.23%                    |
| <b>Housing - Homelessness</b>                       | 1                   | 1.23%                    |
| <b>Total</b>  | <b>81</b>           | <b>100%</b>              |

**Figure 5. User locations in the UK – Mobile directory, April 2020**



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

**Figure 6. User hotspots in the UK – Mobile directory, April 2020**

**Not available.**

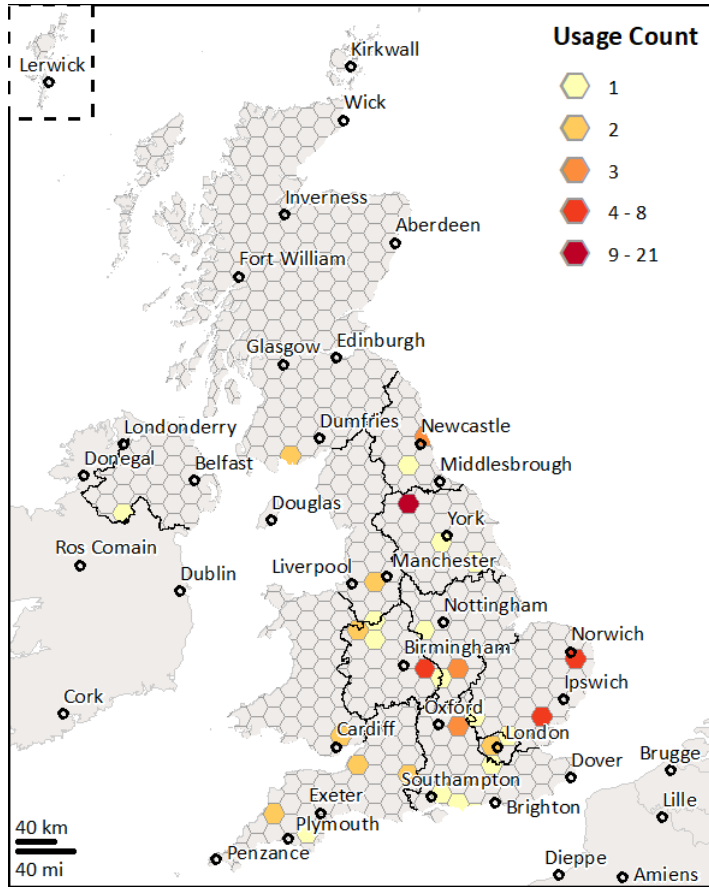
*April 2020 did not register enough mobile usage in order to calculate hotspots.*

**Figure 7. User outliers in the UK – Mobile directory, April 2020**

**Not available.**

*April 2020 did not register enough mobile usage in order to calculate outliers.*

**Figure 8. User locations in the UK – Mobile directory, April 2020**



*Contains public sector information licensed under the Open Government Licence.*

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

**Table 7. UK regional usage – Mobile directory, April 2020**

N = 81

| Region                   | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| Yorkshire and The Humber | 23          | 28.40%           |
| East of England          | 15          | 18.52%           |
| West Midlands            | 11          | 13.58%           |
| South West               | 7           | 8.64%            |
| South East               | 7           | 8.64%            |
| North East               | 4           | 4.94%            |
| East Midlands            | 4           | 4.94%            |
| London                   | 3           | 3.70%            |
| Wales                    | 2           | 2.47%            |
| North West               | 2           | 2.47%            |
| Scotland                 | 2           | 2.47%            |
| Northern Ireland         | 1           | 1.23%            |

**Table 8. Main local authorities for usage – Mobile directory, April 2020**

N = 81

| Top 20 Local Authorities | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| Richmondshire            | 21          | 25.93%           |
| Braintree                | 8           | 9.88%            |
| Coventry                 | 6           | 7.41%            |
| Broadland                | 6           | 7.41%            |
| Aylesbury Vale           | 3           | 3.70%            |
| Kettering                | 3           | 3.70%            |
| Newcastle upon Tyne      | 3           | 3.70%            |
| Shropshire               | 3           | 3.70%            |
| Caerphilly               | 2           | 2.47%            |
| Dumfries & Galloway      | 2           | 2.47%            |
| North Somerset           | 2           | 2.47%            |
| Wiltshire                | 2           | 2.47%            |
| Barnet                   | 2           | 2.47%            |
| Cornwall                 | 2           | 2.47%            |
| Warrington               | 2           | 2.47%            |
| Arun                     | 1           | 1.23%            |
| Dacorum                  | 1           | 1.23%            |
| South Hams               | 1           | 1.23%            |
| County Durham            | 1           | 1.23%            |
| Rugby                    | 1           | 1.23%            |