

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

**01/08/2019 - 31/08/2019**

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

**ARMED FORCES  
COVENANT**

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**FUND TRUST**

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



**Northumbria  
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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 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  $G_i^*$  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 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 August 2019.

### 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 – August 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 the 01<sup>st</sup> August 2019, the directory of services included **15,339** markers, each representing a service available to veterans or service families.

From 01<sup>st</sup> August to 31<sup>st</sup> August 2019, the directory attracted **1,459** individual searches for services.

- A total of **97** cases in which no postcodes were recorded were excluded from this analysis.
- A total of **170** cases had users located outside of the UK.
- A total of **1,192** cases had users located within the UK.

Table 1 provides an overview of the general criteria of searches made through the directory from 01<sup>st</sup> August to 31<sup>st</sup> August 2019 in the UK. This table combines all searches made into general categories of search criteria.

- 'Mental Wellbeing', followed by 'Employment', followed by 'Housing' were the primary general search criteria for users located in the UK from 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made through the directory from 01<sup>st</sup> August to 31<sup>st</sup> August 2019 in the UK. The top ten search criteria accessed by users located in the UK during this period are highlighted.

- 'Specific search for an organisation', followed by 'Mental Wellbeing - Accessing Support', followed by 'Employment - Education and Training' were the primary search criteria for users from 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

Figures 1 to 3 illustrate the spatial distribution of all users located across the UK from 01<sup>st</sup> August to 31<sup>st</sup> August 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 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

- North East, followed by London, followed by West Midlands were the regions with the highest usage from 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

Table 4 provides an overview of the 20 local authority areas with the highest usage from 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

- Newcastle upon Tyne, followed by Telford and Wrekin, followed by City of London were the local authority areas with the highest usage from 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK from 01<sup>st</sup> August to 31<sup>st</sup> August 2019. Tables 6 and 7 provide an overview of the searches that were located outside of the UK.

- 'Employment' followed by 'Mental Wellbeing', followed by 'Housing' were the primary general search criteria for users located outside of the UK from 01<sup>st</sup> August to 31<sup>st</sup> August 2019.

**Table 1. General search criteria from users located in the UK (August 2019)**

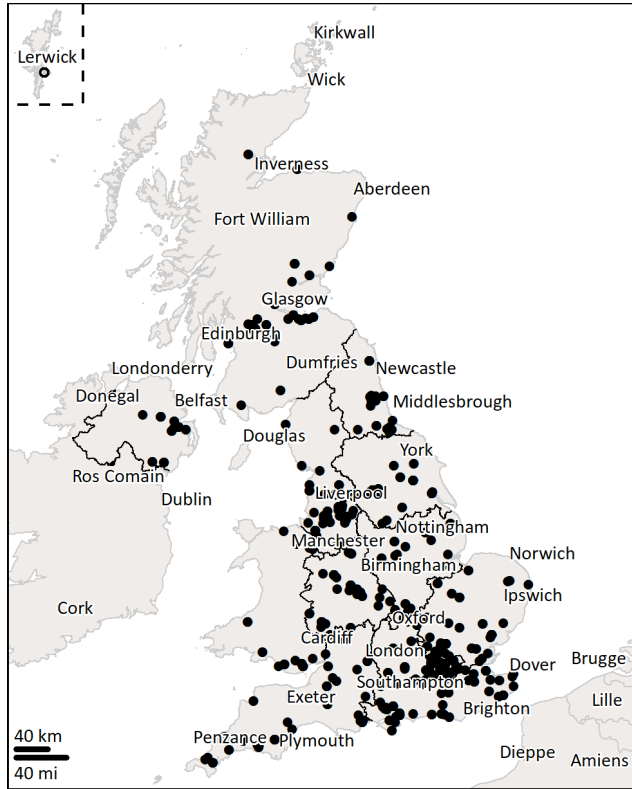
Search Criteria	Search Count	Search Percentage
<b>Mental Wellbeing</b>	203	17.03%
<b>Employment</b>	189	15.86%
<b>Housing</b>	184	15.44%
<b>Specific search for an organisation</b>	179	15.02%
<b>Finances</b>	125	10.49%
<b>Physical Health</b>	122	10.23%
<b>National Charities/Organisations</b>	61	5.12%
<b>Family and Communities</b>	60	5.03%
<b>Local Government Support</b>	50	4.19%
<b>Legal Support and Advocacy</b>	19	1.59%
<b>Total</b>	<b>1,192</b>	<b>100.00%</b>

**Table 2. A detailed breakdown of exact search criteria from users located in the UK (August 2019)**

Search Criteria	Search Count	Search Percentage
<b>Specific search for an organisation</b>	179	15.02%
<b>Mental Wellbeing - Accessing Support</b>	81	6.80%
<b>Employment - Education and Training</b>	79	6.63%
<b>Employment - Job Seeking</b>	79	6.63%
<b>Housing - Housing Advice and Support</b>	64	5.37%
<b>Mental Wellbeing - Support Groups and Emotional Support</b>	50	4.19%
<b>Finances - Financial Services</b>	42	3.52%
<b>Housing - Homelessness</b>	41	3.44%
<b>Physical Health - GPs</b>	37	3.10%
<b>National Charities/Organisations - SSAFA</b>	27	2.27%
<b>Housing - Retirement</b>	26	2.18%
<b>Physical Health - Support Groups and Emotional Support</b>	26	2.18%
<b>Finances - Money and Debt Advice</b>	24	2.01%
<b>Mental Wellbeing - Treatment</b>	24	2.01%
<b>Finances - Grants</b>	23	1.93%
<b>Physical Health - Home and Mobility Aids</b>	22	1.85%
<b>Family and Communities - Support Groups and Emotional Support</b>	21	1.76%
<b>Family and Communities - Bereavement</b>	20	1.68%
<b>Housing - Independent Living</b>	20	1.68%
<b>Finances - Pensions and Compensation</b>	18	1.51%
<b>Finances - Benefits</b>	17	1.43%
<b>Mental Wellbeing - Drug and Alcohol Services</b>	17	1.43%
<b>Housing - Supported Living</b>	15	1.26%
<b>Mental Wellbeing - GPs</b>	14	1.17%
<b>Legal Support and Advocacy - Legal Advice</b>	13	1.09%
<b>Local Government Support - West Midlands</b>	13	1.09%
<b>Employment - Self Employment</b>	11	0.92%
<b>Housing - Eviction and Repossession</b>	11	0.92%

Search Criteria	Search Count	Search Percentage
Physical Health - Healthcare Services	11	0.92%
Local Government Support - North West	10	0.84%
Mental Wellbeing - Bereavement	10	0.84%
Employment - Support for Offenders	8	0.67%
Family and Communities - Recreation	8	0.67%
National Charities/Organisations - ASDIC Drop In Centres	8	0.67%
National Charities/Organisations - Royal British Legion	8	0.67%
Family and Communities - GPs	7	0.59%
Mental Wellbeing - Sports	7	0.59%
Physical Health - Nursing and Dementia Care	7	0.59%
Employment - Transition	6	0.50%
Employment - Volunteering	6	0.50%
Housing - Nursing and Dementia Care	6	0.50%
Physical Health - Rehabilitation and Recovery	6	0.50%
Local Government Support - South West	5	0.42%
National Charities/Organisations - Mind	5	0.42%
Local Government Support - Scotland	4	0.34%
Physical Health - Drug and Alcohol Services	4	0.34%
Physical Health - Limb Loss	4	0.34%
Family and Communities - Support for Carers	3	0.25%
Legal Support and Advocacy - Legal Advocacy	3	0.25%
Legal Support and Advocacy - Legal Aid	3	0.25%
Local Government Support - North East	3	0.25%
Local Government Support - Northern Ireland	3	0.25%
Local Government Support - Yorkshire/ The Humber	3	0.25%
National Charities/Organisations - British Red Cross	3	0.25%
National Charities/Organisations - Legion Scotland	3	0.25%
Local Government Support - East Midlands	2	0.17%
Local Government Support - East of England	2	0.17%
Local Government Support - South East	2	0.17%
Local Government Support - Wales	2	0.17%
National Charities/Organisations - Combat Stress	2	0.17%
National Charities/Organisations - Help for Heroes	2	0.17%
National Charities/Organisations - Shelter	2	0.17%
Physical Health - Blind Veterans	2	0.17%
Physical Health - Sports	2	0.17%
Family and Communities - Support for the Gurkha Community	1	0.08%
Finances - Support for the Gurkha Community	1	0.08%
Housing - Respite Care (Day Care and Respite)	1	0.08%
Local Government Support - London	1	0.08%
National Charities/Organisations - Samaritans Branches	1	0.08%
Physical Health - End of Life Care	1	0.08%
<b>Total</b>	<b>1,192</b>	<b>100%</b>

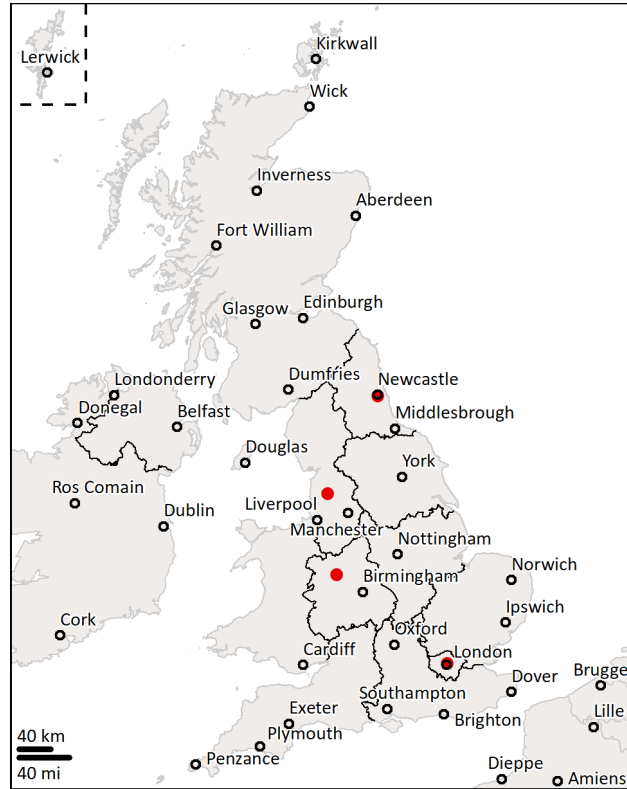
**Figure 1. User locations in the UK  
(01/08/2019 - 31/08/2019)**



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

**Figure 2. User hot spots in the UK  
(01/08/2019 - 31/08/2019)**



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

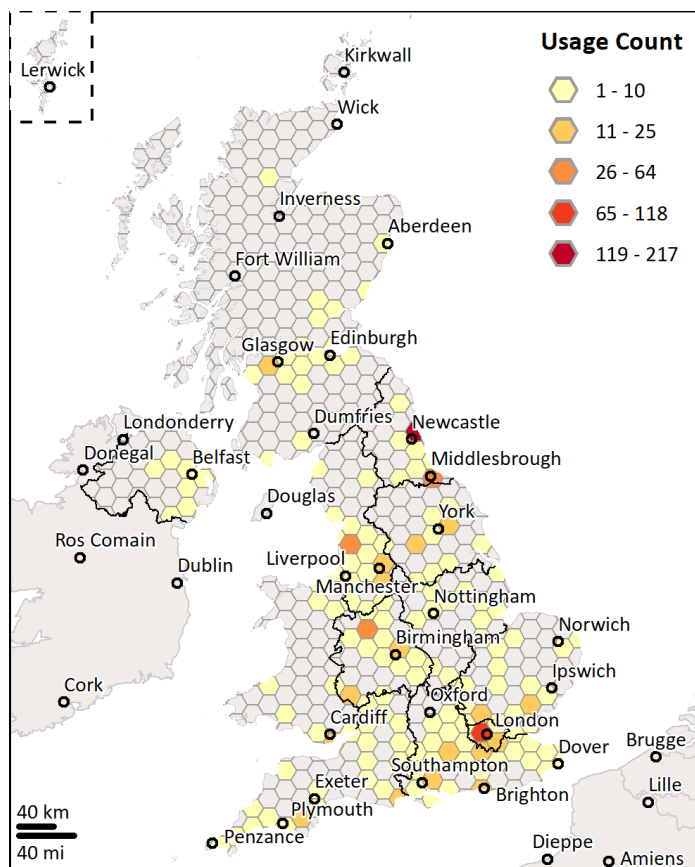
**Figure 3. User outliers in the UK  
(01/08/2019 - 31/08/2019)**



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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 (01/08/2019 - 31/08/2019)**



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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 01/08/2019 - 31/08/2019**

**N = 1,192**

Region	Usage Count	Usage Percentage
North East	267	22.40%
London	158	13.26%
West Midlands	145	12.16%
South East	135	11.33%
North West	112	9.40%
South West	81	6.80%
Scotland	74	6.21%
East of England	73	6.12%
Yorkshire and The Humber	57	4.78%
Wales	33	2.77%
East Midlands	30	2.52%
Northern Ireland	27	2.27%

**Table 4. Main local authorities for usage (01/08/2019 - 31/08/2019)**

**N = 1,192**

Top 20 Local Authorities	Usage Count	Usage Percentage
Newcastle upon Tyne	216	18.12%
Telford and Wrekin	65	5.45%
City of London	61	5.12%
Preston	41	3.44%
Stockton-on-Tees	32	2.68%
Birmingham	22	1.85%
Herefordshire, County of	22	1.85%
Leeds	22	1.85%
Bournemouth	20	1.68%
Colchester	20	1.68%
Islington	20	1.68%
Glasgow City	19	1.59%
Cornwall	18	1.51%
Manchester	17	1.43%
Southampton	16	1.34%
Cardiff	14	1.17%
Edinburgh, City of	14	1.17%
Brent	11	0.92%
East Riding of Yorkshire	11	0.92%
Portsmouth	11	0.92%



**Table 5. A detailed breakdown of top 3 search criteria by region from users located in the UK (August 2019)**

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
<b>East Midlands</b>	Mental Wellbeing - Accessing Support	6	20.00%
	Employment - Education and Training	4	13.33%
	Family and Communities - Bereavement	3	10.00%
<b>East of England</b>	Mental Wellbeing - Accessing Support	11	15.07%
	Employment - Education and Training	10	13.70%
	Housing - Homelessness	9	12.33%
<b>London</b>	Mental Wellbeing - Accessing Support	32	20.25%
	Housing - Homelessness	13	8.23%
	Employment - Job Seeking	12	7.59%
<b>North East</b>	Specific search for an organisation	159	59.55%
	Finances - Financial Services	29	10.86%
	National Charities/Organisations - SSAFA	19	7.12%
<b>North West</b>	Physical Health - GPs	24	21.43%
	Local Government Support - North West	9	8.04%
	Finances - Benefits	7	6.25%
<b>Northern Ireland</b>	Mental Wellbeing - Treatment	4	14.81%
	Physical Health - Nursing and Dementia Care	4	14.81%
	Employment - Education and Training	3	11.11%
<b>Scotland</b>	Housing - Housing Advice and Support	15	20.27%
	Employment - Education and Training	10	13.51%
	Mental Wellbeing - Accessing Support	7	9.46%
<b>South East</b>	Mental Wellbeing - Support Groups and Emotional Support	18	13.33%
	Employment - Education and Training	10	7.41%
	Employment - Job Seeking	10	7.41%
<b>South West</b>	Physical Health - Support Groups and Emotional Support	17	20.99%
	Housing - Housing Advice and Support	8	9.88%
	Employment - Education and Training	7	8.64%
<b>Wales</b>	Housing - Homelessness	4	12.12%
	Employment - Education and Training	3	9.09%
	Housing - Supported Living	3	9.09%
<b>West Midlands</b>	Local Government Support - West Midlands	11	7.59%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
	Employment - Job Seeking	10	6.90%
	Housing - Housing Advice and Support	9	6.21%
Yorkshire and The Humber	Employment - Job Seeking	24	42.11%
	Employment - Education and Training	7	12.28%
	Finances - Money and Debt Advice	4	7.02%

**Table 6. An overview of general search criteria from users located outside of the UK (August 2019)**

Search Criteria	Search Count outside of the UK	Search Percentage
<b>Employment</b>	123	72.35%
<b>Mental Wellbeing</b>	15	8.82%
<b>Housing</b>	14	8.24%
<b>Physical Health</b>	7	4.12%
<b>Finances</b>	5	2.94%
<b>Legal Support and Advocacy</b>	4	2.35%
<b>Family and Communities</b>	2	1.18%
<b>Total</b>	<b>170</b>	<b>100.00%</b>

**Table 7. A detailed breakdown of exact search criteria from users located outside of the UK (August 2019)**

Search Criteria	Search Count outside of the UK	Search Percentage
<b>Employment - Volunteering</b>	70	41.18%
<b>Employment - Education and Training</b>	40	23.53%
<b>Housing - Housing Advice and Support</b>	12	7.06%
<b>Employment - Job Seeking</b>	9	5.29%
<b>Mental Wellbeing - Accessing Support</b>	8	4.71%
<b>Employment - Self Employment</b>	4	2.35%
<b>Legal Support and Advocacy - Legal Advocacy</b>	4	2.35%
<b>Mental Wellbeing - Drug and Alcohol Services</b>	4	2.35%
<b>Physical Health - GPs</b>	4	2.35%
<b>Finances - Money and Debt Advice</b>	3	1.76%
<b>Physical Health - Blind Veterans</b>	3	1.76%
<b>Family and Communities - GPs</b>	2	1.18%
<b>Finances - Benefits</b>	2	1.18%
<b>Housing - Homelessness</b>	2	1.18%
<b>Mental Wellbeing - Support Groups and Emotional Support</b>	2	1.18%
<b>Mental Wellbeing - Bereavement</b>	1	0.59%
<b>Total</b>	<b>170</b>	<b>100%</b>