

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

August 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 September 2020.

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
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 – August 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 1st September 2020, the directory of services included **16,550** markers, each representing a service available to veterans or service families.

During August 2020, the directory attracted **1,544** individual searches for services.

- A total of **11** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **1,028** cases were from the mobile version of the directory.
- A total of **505** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- Amongst **505** cases that had the online directory of services as the referrer, a total of **11** cases had users located outside of the UK or with a null location, and a total of **494** cases had users located within the UK.
- Amongst **1,028** cases that had the mobile directory of services as the referrer, a total of **79** cases had users located outside of the UK or with a null location, and a total of **949** cases had users located within the UK.

Key Findings – Online directory, August 2020 (N= 494)

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

- 'Housing, followed by 'Employment' and 'Mental Wellbeing' were the primary general online search criteria for online users located in the UK during August 2020.

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

- 'Housing - Homelessness', followed by 'Housing - Housing Advice and Support' and 'Mental Wellbeing - Accessing Support' were the primary online search criteria.

Figures 1 to 3 illustrate the spatial distribution of all online users located across the UK during August 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 August 2020.

- London followed by the South East and East of England were the regions with the highest online usage during August 2020.

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

- Wandsworth followed by South Oxfordshire and City of London were the local authorities with the highest online usage.

Key Findings – Mobile directory, August 2020 (N= 949)

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

- 'Employment', followed by 'Finances' and 'Mental Wellbeing' were the primary general mobile search criteria for users located in the UK during August 2020.

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

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

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

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

- South East followed by North West and Yorkshire and The Humber were the regions with the highest mobile usage during August 2020.

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

- Greenwich followed by Leeds and Cornwall 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, August 2020

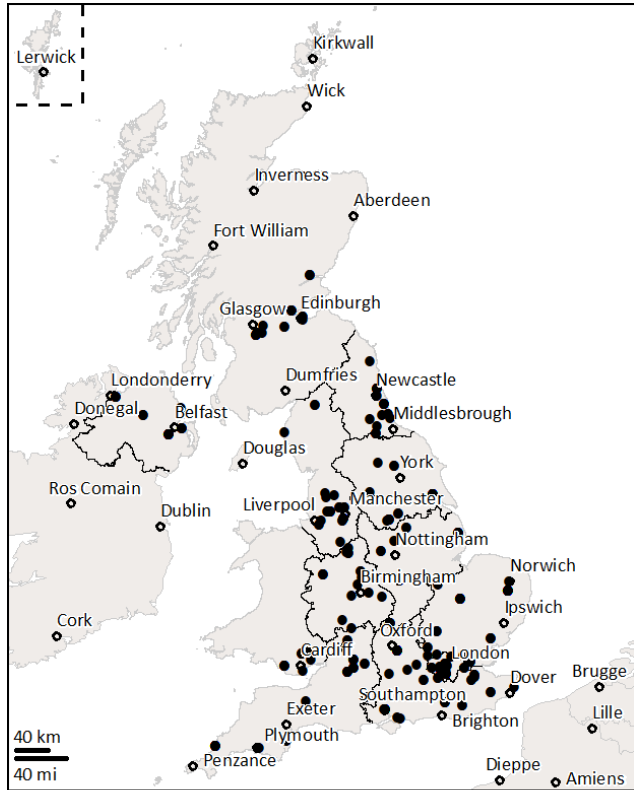
Search Criteria	Search Count	Search Percentage
Housing	179	36.23%
Employment	81	16.40%
Mental Wellbeing	76	15.38%
Family and Communities	42	8.50%
Physical Health	39	7.89%
Finances	27	5.47%
Specific search for an organisation	21	4.25%
COVID-19 Local Support	18	3.64%
National Charities/Organisations	8	1.62%
Legal Support and Advocacy	3	0.61%
Total	494	100%

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

Search Criteria	Search Count	Search Percentage
Housing - Homelessness	121	24.49%
Housing - Housing Advice and Support	39	7.89%
Mental Wellbeing - Accessing Support	38	7.69%
Employment - Education and Training	28	5.67%
Employment - Job Seeking	26	5.26%
Physical Health - Drug and Alcohol Services	25	5.06%
Family and Communities - Support Groups and Emotional Support	23	4.66%
Specific search for an organisation	21	4.25%
Mental Wellbeing - Support Groups and Emotional Support	20	4.05%
Housing - Eviction and Repossession	12	2.43%
Employment - Transition	12	2.43%
Mental Wellbeing - Drug and Alcohol Services	11	2.23%
Finances - Grants	10	2.02%
Employment - Volunteering	9	1.82%
Finances - Benefits	8	1.62%
Family and Communities - Recreation	8	1.62%
Mental Wellbeing - Treatment	6	1.21%
Housing - Independent Living	5	1.01%
Family and Communities - Bereavement	5	1.01%
Physical Health - Home and Mobility Aids	5	1.01%
Physical Health - Support Groups and Emotional Support	5	1.01%
Finances - Pensions and Compensation	5	1.01%
COVID-19 Local Support - North East	4	0.81%
Employment - Self Employment	4	0.81%
COVID-19 Local Support - South West	3	0.61%
Finances - Financial Services	3	0.61%
Physical Health - Rehabilitation and Recovery	2	0.40%
Family and Communities - Drug and Alcohol Services	2	0.40%
National Charities/Organisations - Legion Scotland	2	0.40%
Family and Communities - GPs	2	0.40%

Search Criteria	Search Count	Search Percentage
National Charities/Organisations - ASDIC Drop In Centres	2	0.40%
Employment - Support for Offenders	2	0.40%
National Charities/Organisations - Royal British Legion	2	0.40%
Legal Support and Advocacy - Legal Advice	2	0.40%
Family and Communities - Support for Carers	2	0.40%
COVID-19 Local Support - Scotland	2	0.40%
COVID-19 Local Support - West Midlands	2	0.40%
COVID-19 Local Support - South East	2	0.40%
COVID-19 Local Support - London	1	0.20%
Mental Wellbeing - Sports	1	0.20%
Physical Health - Healthcare Services	1	0.20%
Housing - Respite Care (Day Care and Respite)	1	0.20%
COVID-19 Local Support - North West	1	0.20%
Housing - Retirement	1	0.20%
COVID-19 Local Support - East Midlands	1	0.20%
National Charities/Organisations - Combat Stress	1	0.20%
COVID-19 Local Support - Wales	1	0.20%
National Charities/Organisations - Help for Heroes	1	0.20%
Physical Health - Sports	1	0.20%
COVID-19 Local Support - Yorkshire/ The Humber	1	0.20%
Legal Support and Advocacy - Legal Aid	1	0.20%
Finances - Support for the Gurkha Community	1	0.20%
Total	494	100%

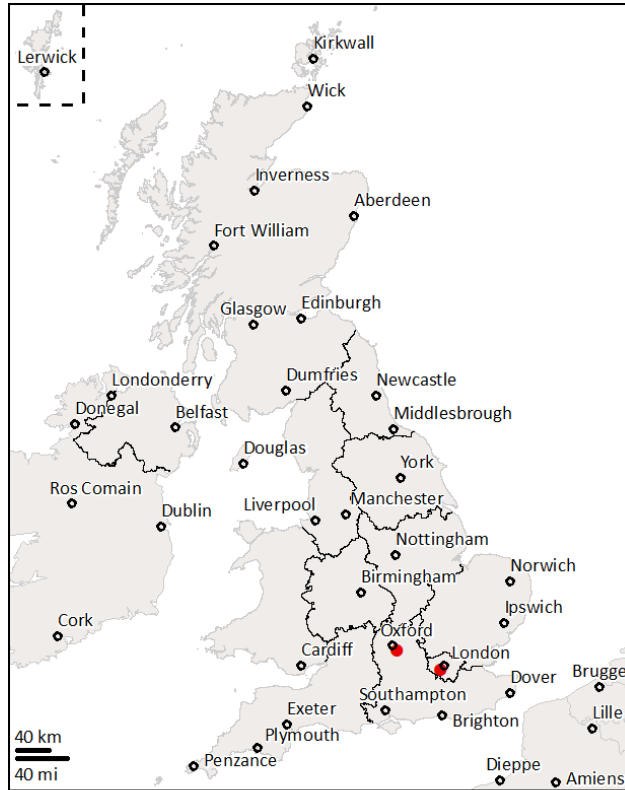
Figure 1. User locations in the UK – Online directory, August 2020



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

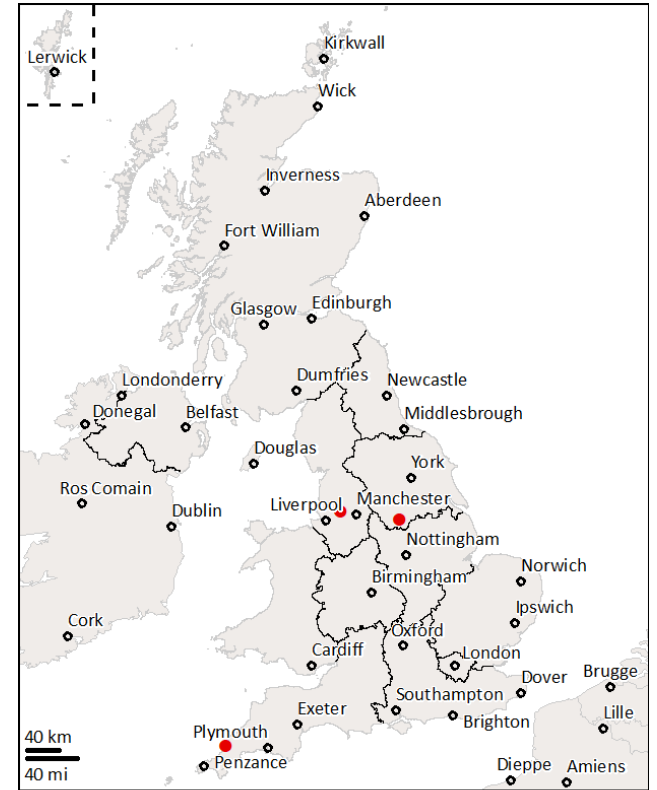
Figure 2. User hotspots in the UK – Online directory, August 2020



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The figure above shows postcode districts that can be considered 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.

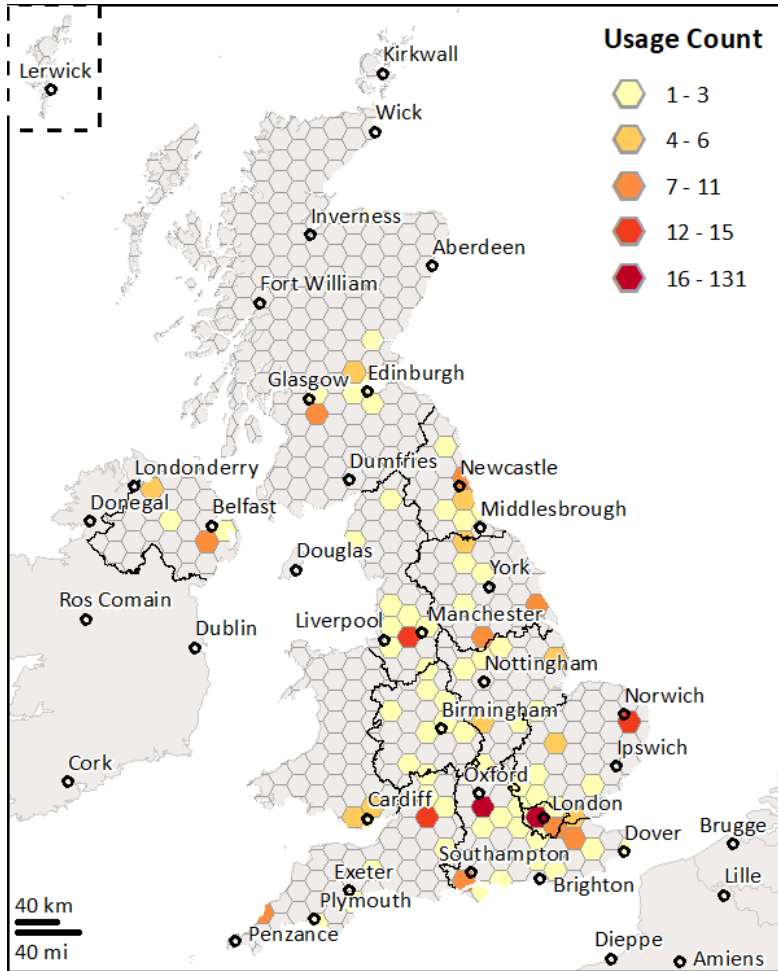
Figure 3. User outliers in the UK – Online directory, August 2020



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The figure above shows postcode districts that can be considered 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, August 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, August 2020

N = 494

Region	Usage Count	Usage Percentage
London	142	28.74%
South East	120	24.29%
East of England	40	8.10%
North West	30	6.07%
South West	30	6.07%
Scotland	24	4.86%
North East	23	4.66%
Yorkshire and The Humber	22	4.45%
East Midlands	18	3.64%
Northern Ireland	18	3.64%
West Midlands	16	3.24%
Wales	11	2.23%

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

N = 494

Top 20 Local Authorities	Usage Count	Usage Percentage
Wandsworth	93	18.83%
South Oxfordshire	87	17.61%
City of London	22	4.45%
Wiltshire	17	3.44%
South Norfolk	14	2.83%
Croydon	11	2.23%
Lisburn and Castlereagh	11	2.23%
Southampton	9	1.82%
Kingston upon Hull, City of	9	1.82%
Trafford	9	1.82%
South Lanarkshire	8	1.62%
Cornwall	7	1.42%
Northumberland	7	1.42%
Wigan	7	1.42%
County Durham	6	1.21%
Hammersmith and Fulham	6	1.21%
East Cambridgeshire	6	1.21%
Rotherham	6	1.21%
Sunderland	5	1.01%
East Lindsey	5	1.01%

Usage of the Veterans' Gateway mobile directory of services

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

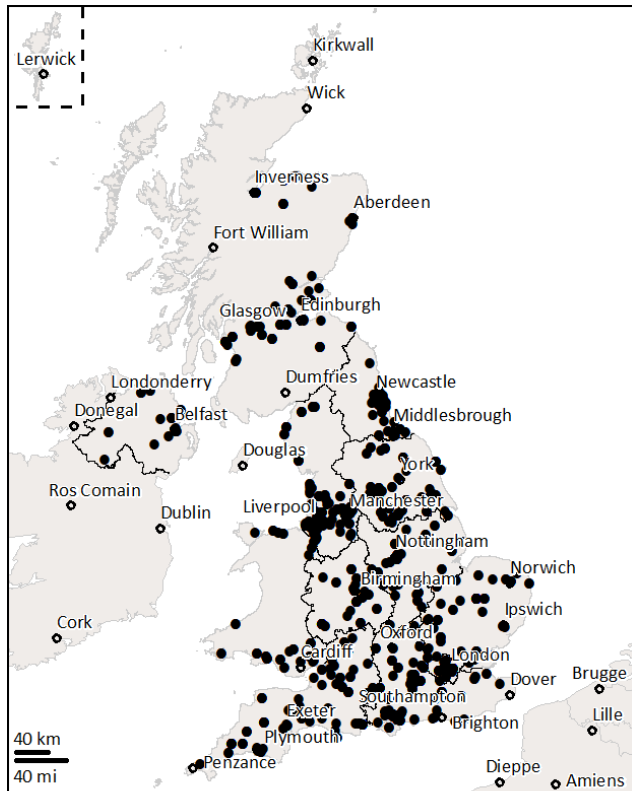
Search Criteria	Search Count	Search Percentage
Employment	260	27.40%
Finances	154	16.23%
Mental Wellbeing	149	15.70%
Housing	119	12.54%
Physical Health	89	9.38%
COVID-19 Local Support	56	5.90%
Family and Communities	52	5.48%
Legal Support and Advocacy	32	3.37%
National Charities/Organisations	29	3.06%
Specific search for an organisation	9	0.95%
Total	949	100%

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	144	15.17%
Finances - Pensions and Compensation	51	5.37%
Employment - Education and Training	50	5.27%
Housing - Housing Advice and Support	46	4.85%
Finances - Grants	45	4.74%
Mental Wellbeing - Accessing Support	44	4.64%
Mental Wellbeing - Support Groups and Emotional Support	35	3.69%
Finances - Benefits	28	2.95%
Housing - Homelessness	28	2.95%
Mental Wellbeing - Treatment	25	2.63%
Legal Support and Advocacy - Legal Advice	22	2.32%
Housing - Retirement	21	2.21%
Employment - Volunteering	21	2.21%
Employment - Self Employment	20	2.11%
Physical Health - Sports	19	2.00%
Family and Communities - Recreation	18	1.90%
Mental Wellbeing - Sports	18	1.90%
Physical Health - GPs	17	1.79%
Finances - Money and Debt Advice	15	1.58%
Employment - Support for Offenders	14	1.48%
Finances - Financial Services	13	1.37%
Physical Health - Rehabilitation and Recovery	13	1.37%
Physical Health - Support Groups and Emotional Support	13	1.37%
Family and Communities - Support Groups and Emotional Support	11	1.16%
Mental Wellbeing - GPs	11	1.16%
Employment - Transition	11	1.16%
National Charities/Organisations - Royal British Legion	11	1.16%
Family and Communities - Support for Carers	11	1.16%
Housing - Independent Living	11	1.16%
COVID-19 Local Support - North West	10	1.05%
Specific search for an organisation	9	0.95%

Search Criteria	Search Count	Search Percentage
National Charities/Organisations - Help for Heroes	8	0.84%
Physical Health - Home and Mobility Aids	8	0.84%
Mental Wellbeing - Bereavement	8	0.84%
Mental Wellbeing - Drug and Alcohol Services	8	0.84%
Housing - Supported Living	7	0.74%
Physical Health - Drug and Alcohol Services	6	0.63%
COVID-19 Local Support - East of England	6	0.63%
COVID-19 Local Support - Scotland	6	0.63%
COVID-19 Local Support - Yorkshire/ The Humber	6	0.63%
COVID-19 Local Support - Wales	6	0.63%
Legal Support and Advocacy - Legal Aid	6	0.63%
COVID-19 Local Support - South West	5	0.53%
Physical Health - Limb Loss	4	0.42%
COVID-19 Local Support - West Midlands	4	0.42%
Physical Health - End of Life Care	4	0.42%
Family and Communities - GPs	4	0.42%
Legal Support and Advocacy - Legal Advocacy	4	0.42%
COVID-19 Local Support - North East	4	0.42%
Physical Health - Nursing and Dementia Care	4	0.42%
Family and Communities - Bereavement	4	0.42%
COVID-19 Local Support - East Midlands	4	0.42%
Housing - Respite Care (Day Care and Respite)	3	0.32%
Family and Communities - Drug and Alcohol Services	3	0.32%
National Charities/Organisations - ASDIC Drop In Centres	3	0.32%
National Charities/Organisations - Combat Stress	2	0.21%
Finances - Support for the Gurkha Community	2	0.21%
COVID-19 Local Support - London	2	0.21%
Housing - Eviction and Repossession	2	0.21%
National Charities/Organisations - Mind	2	0.21%
COVID-19 Local Support - South East	2	0.21%
National Charities/Organisations - Citizen Advice Bureau	1	0.11%
Physical Health - Healthcare Services	1	0.11%
COVID-19 Local Support - Northern Ireland	1	0.11%
Housing - Nursing and Dementia Care	1	0.11%
National Charities/Organisations - British Red Cross	1	0.11%
National Charities/Organisations - Legion Scotland	1	0.11%
Family and Communities - Support for the Gurkha Community	1	0.11%
Total	949	100%

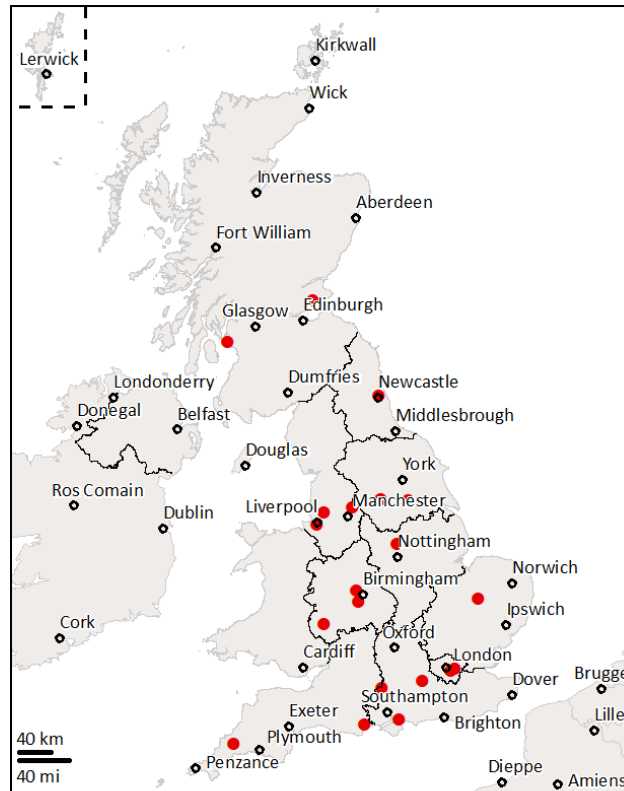
Figure 5. User locations in the UK – Mobile directory, August 2020



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

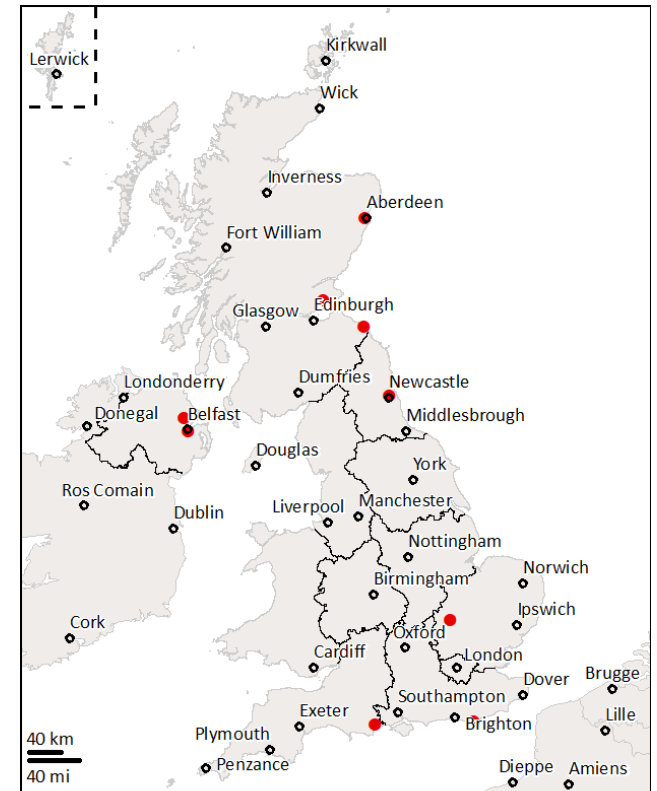
Figure 6. User hotspots in the UK – Mobile directory, August 2020



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The figure above shows postcode districts that can be considered 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.

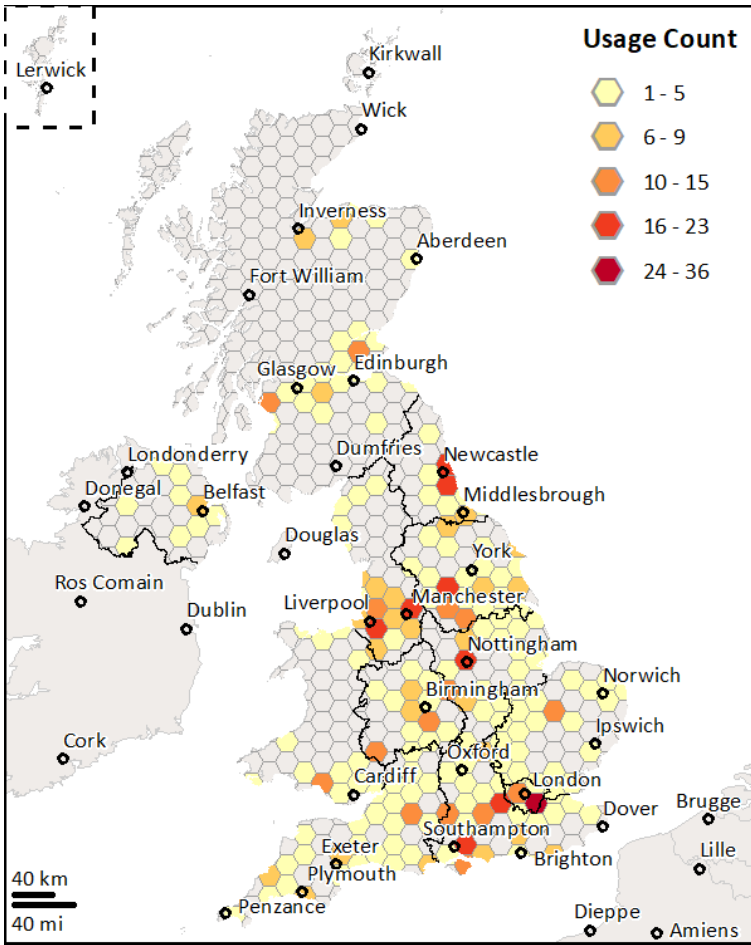
Figure 7. User outliers in the UK – Mobile directory, August 2020



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The figure above shows postcode districts that can be considered 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 8. User locations in the UK – Mobile directory, August 2020



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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, August 2020

N = 949

Region	Usage Count	Usage Percentage
South East	132	13.91%
North West	132	13.91%
Yorkshire and The Humber	110	11.59%
Scotland	103	10.85%
South West	99	10.43%
East of England	75	7.90%
East Midlands	68	7.17%
West Midlands	56	5.90%
North East	53	5.58%
London	50	5.27%
Wales	47	4.95%
Northern Ireland	24	2.53%

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

N = 949

Top 20 Local Authorities	Usage Count	Usage Percentage
Greenwich	24	2.53%
Leeds	21	2.21%
Cornwall	18	1.90%
North Tyneside	17	1.79%
Fife	17	1.79%
Forest Heath	15	1.58%
Wiltshire	14	1.48%
North Ayrshire	14	1.48%
East Riding of Yorkshire	14	1.48%
Liverpool	13	1.37%
Nottingham	13	1.37%
Doncaster	13	1.37%
Birmingham	12	1.26%
South Derbyshire	11	1.16%
Sunderland	11	1.16%
Fareham	11	1.16%
Herefordshire, County of	11	1.16%
Moray	10	1.05%
West Lothian	10	1.05%
Wirral	10	1.05%