

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

February 2020

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**ARMED FORCES
COVENANT**

FUND TRUST

The Northern Hub for Veterans and Military Families Research



**Northumbria
University**
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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 at March 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 – February 2020

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 1st March 2020, the directory of services included **16,132** markers, each representing a service available to veterans or service families.

During February 2020 the directory attracted **1,116** individual searches for services.

- A total of **127** 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 **240** cases were from the mobile version of the directory.
- A total of **697** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **52** cases had no referrer recorded.
- Because the mobile version of the directory had a soft launch and is still being optimized, the analysis for February 2020 focus on usage from the online directory of services (N= 697).
 - Among **697** cases that had the online directory of services as the referrer, a total of **16** cases had users located outside of the UK, and a total of **681** cases had users located within the UK.

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

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

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

- 'Mental Wellbeing - Accessing Support', followed by 'Mental Wellbeing - Treatment' and 'Mental Wellbeing - Support Groups and Emotional Support' were the primary search criteria.

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

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

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

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

- City of Bristol followed by City of Edinburgh and Kensington & Chelsea were the local authorities with the highest usage.

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

Table 1. General search criteria from users located in the UK (February 2020)

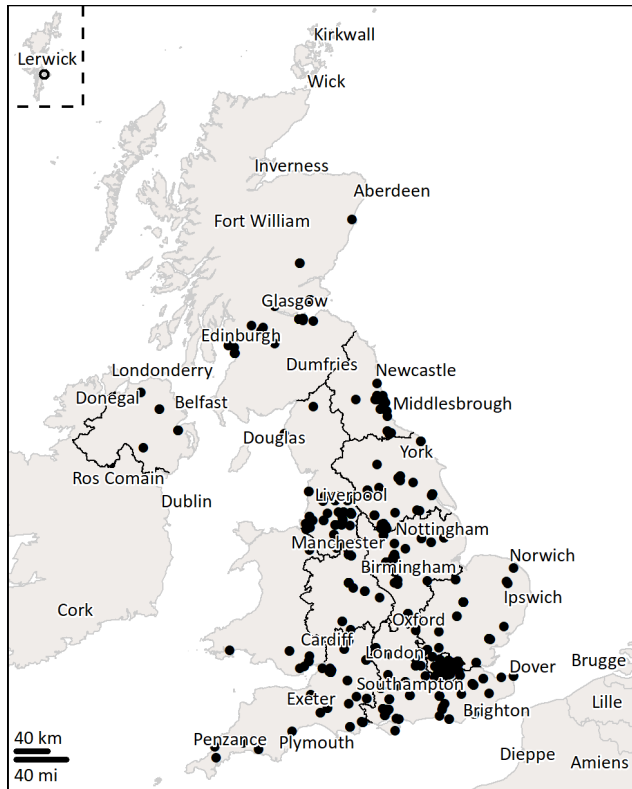
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	193	28.34%
Housing	111	16.30%
Employment	90	13.22%
Family and Communities	67	9.84%
Physical Health	59	8.66%
Finances	56	8.22%
Specific search for an organisation	39	5.73%
Local Government Support	27	3.96%
National Charities/Organisations	27	3.96%
Legal Support and Advocacy	12	1.76%
Total	681	100.00%

Table 2. A detailed breakdown of exact search criteria from users located in the UK (February 2020)

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	63	9.25%
Mental Wellbeing - Treatment	61	8.96%
Mental Wellbeing - Support Groups and Emotional Support	41	6.02%
Housing - Homelessness	39	5.73%
Specific search for an organisation	39	5.73%
Employment - Education and Training	37	5.43%
Housing - Housing Advice and Support	35	5.14%
Employment - Job Seeking	33	4.85%
Family and Communities - Support Groups and Emotional Support	23	3.38%
Finances - Pensions and Compensation	18	2.64%
Finances - Benefits	15	2.20%
Mental Wellbeing - Drug and Alcohol Services	15	2.20%
Family and Communities - Recreation	15	2.20%
Housing - Supported Living	14	2.06%
National Charities/Organisations - Royal British Legion	12	1.76%
Family and Communities - Bereavement	11	1.62%
Physical Health - Healthcare Services	11	1.62%
Legal Support and Advocacy - Legal Advice	11	1.62%
Physical Health - Rehabilitation and Recovery	10	1.47%
Finances - Grants	10	1.47%
Employment - Transition	9	1.32%
Family and Communities - Support for Carers	9	1.32%
Local Government Support - North West	7	1.03%
Finances - Money and Debt Advice	7	1.03%
Local Government Support - North East	7	1.03%
Physical Health - Support Groups and Emotional Support	6	0.88%
Local Government Support - Yorkshire/ The Humber	6	0.88%
Housing - Nursing and Dementia Care	5	0.73%
Physical Health - Nursing and Dementia Care	5	0.73%
National Charities/Organisations - ASDIC Drop In Centres	5	0.73%
Mental Wellbeing - North West	5	0.73%

Search Criteria	Search Count	Search Percentage
Physical Health - Home and Mobility Aids	5	0.73%
Housing - Retirement	5	0.73%
Physical Health - North West	5	0.73%
Finances - Financial Services	5	0.73%
Housing - Independent Living	5	0.73%
Employment - Self Employment	4	0.59%
Housing - Respite Care (Day Care and Respite)	4	0.59%
Housing - Eviction and Repossession	4	0.59%
Employment - Support for Offenders	4	0.59%
National Charities/Organisations - Citizen Advice Bureau	3	0.44%
Physical Health - Limb Loss	3	0.44%
Physical Health - North East	3	0.44%
Physical Health - Drug and Alcohol Services	3	0.44%
Employment - Volunteering	3	0.44%
Physical Health - End of Life Care	3	0.44%
Mental Wellbeing - Bereavement	3	0.44%
Mental Wellbeing - Sports	3	0.44%
Local Government Support - South East	3	0.44%
Family and Communities - West Midlands	2	0.29%
Mental Wellbeing - East Midlands	2	0.29%
National Charities/Organisations - Combat Stress	2	0.29%
National Charities/Organisations - SSAFA	2	0.29%
Family and Communities - East Midlands	2	0.29%
Family and Communities - South West	2	0.29%
Physical Health - Blind Veterans	2	0.29%
Family and Communities - East of England	2	0.29%
National Charities/Organisations - Mind	1	0.15%
Local Government Support - East of England	1	0.15%
Finances - Support for the Gurkha Community	1	0.15%
Physical Health - Sports	1	0.15%
Local Government Support - London	1	0.15%
National Charities/Organisations - Samaritans Branches	1	0.15%
Local Government Support - Wales	1	0.15%
Legal Support and Advocacy - Legal Aid	1	0.15%
Physical Health - South East	1	0.15%
National Charities/Organisations - Help for Heroes	1	0.15%
Local Government Support - South West	1	0.15%
Physical Health - East Midlands	1	0.15%
Family and Communities - Support for the Gurkha Community	1	0.15%
Total	681	100%

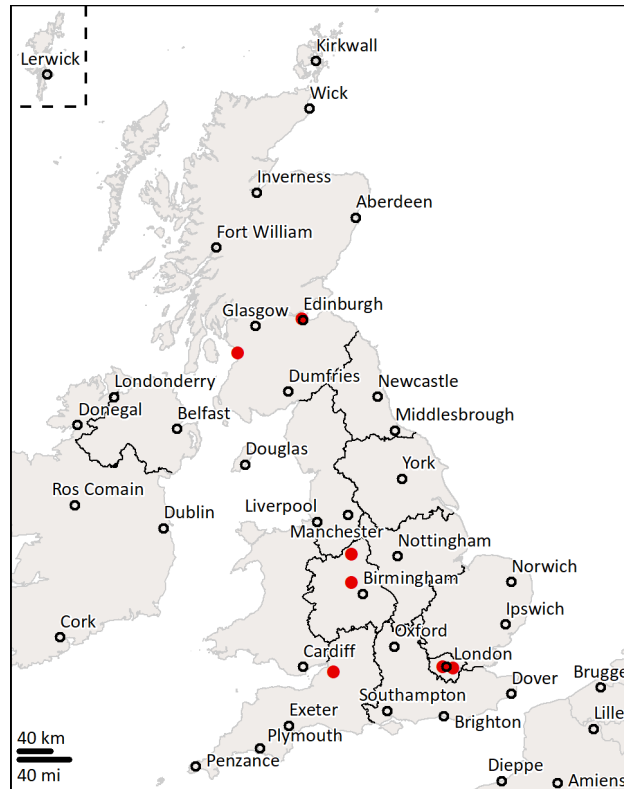
**Figure 1. User locations in the UK
(01/02/2020 - 29/02/2020)**



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

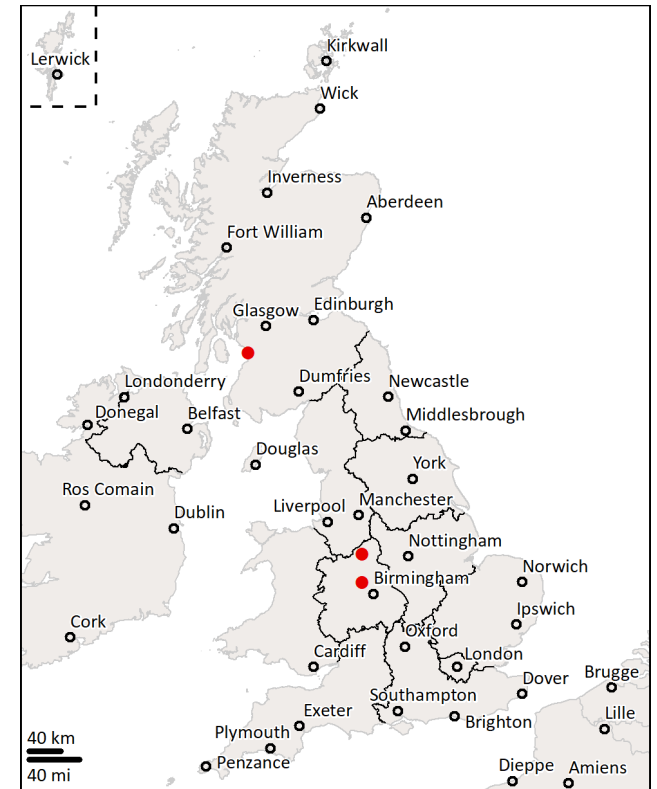
**Figure 2. User hotspots in the UK (01/02/2020
- 29/02/2020)**



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

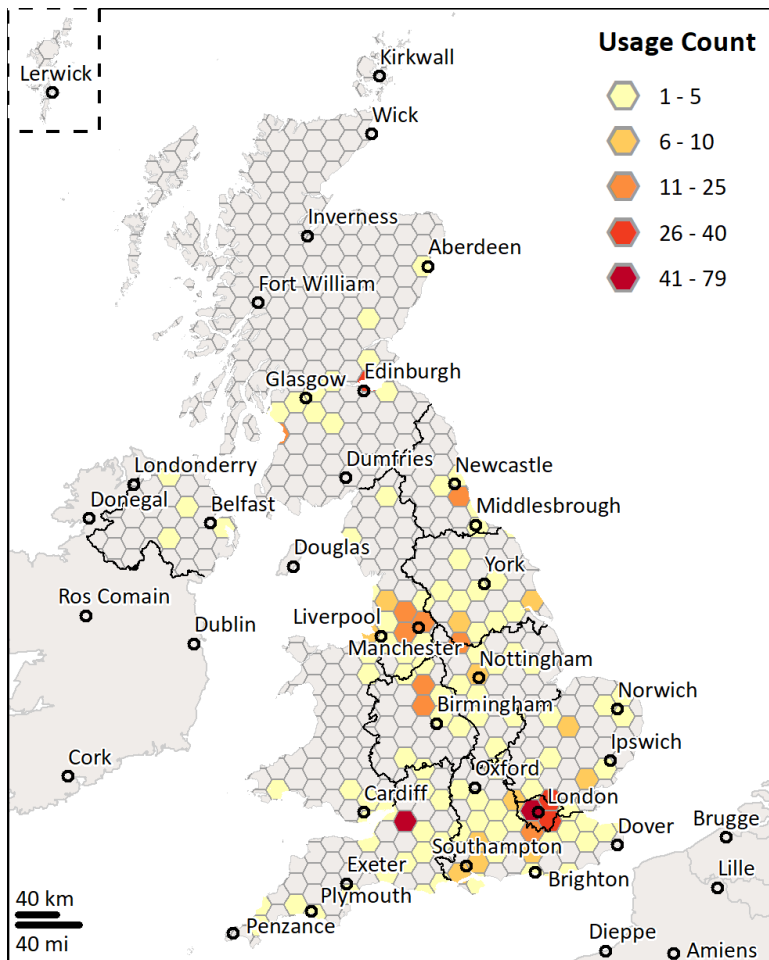
**Figure 3. User outliers in the UK
(01/02/2020 - 29/02/2020)**



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The figure above shows postcode districts that can be considered to be 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 (01/02/2020 - 29/02/2020)



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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 01/02/2020 - 29/02/2020

N = 681

Region	Usage Count	Usage Percentage
London	143	21.00%
South East	86	12.63%
North West	77	11.31%
South West	77	11.31%
Scotland	75	11.01%
Yorkshire and The Humber	56	8.22%
West Midlands	48	7.05%
East of England	35	5.14%
East Midlands	34	4.99%
North East	30	4.41%
Wales	11	1.62%
Northern Ireland	9	1.32%

Table 4. Main local authorities for usage (01/02/2020 - 29/02/2020)

N = 681

Top 20 Local Authorities	Usage Count	Usage Percentage
Bristol, City of	41	6.02%
Edinburgh, City of	37	5.43%
Kensington and Chelsea	32	4.70%
Greenwich	22	3.23%
South Ayrshire	21	3.08%
Stoke-on-Trent	21	3.08%
Sheffield	20	2.94%
South Staffordshire	18	2.64%
Waltham Forest	18	2.64%
Kingston upon Thames	12	1.76%
Oldham	12	1.76%
City of London	9	1.32%
Colchester	9	1.32%
East Cambridgeshire	9	1.32%
Kingston upon Hull, City of	9	1.32%
Southampton	9	1.32%
Sunderland	9	1.32%
Blackburn with Darwen	8	1.17%
Salford	8	1.17%
Barnsley	7	1.03%

Table 5. A detailed breakdown of top 3 search criteria by region from users located in the UK (February 2020)

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
East Midlands	Mental Wellbeing - Accessing Support	8	23.53%
	Family and Communities - Bereavement	3	8.82%
	Housing - Homelessness	3	8.82%
East of England	Mental Wellbeing - Accessing Support	9	25.71%
	Housing - Homelessness	4	11.43%
	Family and Communities - Bereavement	3	8.57%
London	Housing - Housing Advice and Support	17	11.89%
	Specific search for an organisation	15	10.49%
	Mental Wellbeing - Accessing Support	14	9.79%
North East	Employment - Education and Training	5	16.67%
	Local Government Support - North East	4	13.33%
	Housing - Housing Advice and Support	3	10.00%
North West	Housing - Homelessness	12	15.58%
	Mental Wellbeing - Support Groups and Emotional Support	8	10.39%
	Specific search for an organisation	7	9.09%
Northern Ireland	Finances - Pensions and Compensation	4	44.44%
	Family and Communities - Recreation	2	22.22%
	Housing - Retirement	2	22.22%
Scotland	Employment - Education and Training	30	40.00%
	Mental Wellbeing - Accessing Support	9	12.00%
	National Charities/Organisations - Citizen Advice Bureau	3	4.00%
South East	Mental Wellbeing - Drug and Alcohol Services	7	8.14%
	Family and Communities - Support Groups and Emotional Support	7	8.14%
	Mental Wellbeing - Support Groups and Emotional Support	5	5.81%
South West	Mental Wellbeing - Treatment	24	31.17%
	Mental Wellbeing - Support Groups and Emotional Support	14	18.18%
	Mental Wellbeing - Accessing Support	9	11.69%
Wales	Housing - Homelessness	4	36.36%
	Housing - Supported Living	4	36.36%
	Specific search for an organisation	1	9.09%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
West Midlands	Mental Wellbeing - Treatment	18	37.50%
	Employment - Job Seeking	5	10.42%
	Physical Health - Rehabilitation and Recovery	4	8.33%
Yorkshire and The Humber	Family and Communities - Support Groups and Emotional Support	6	10.71%
	Local Government Support - Yorkshire/ The Humber	5	8.93%
	Physical Health - Healthcare Services	4	7.14%