

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

01/01/2019 - 31/01/2019

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**ARMED FORCES
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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 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 percent confidence level are identified as outliers.

Key Findings

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 January 31st 2019, the directory of services included **14,482** markers, each representing a service available to veterans or service families.

From January 01st to January 31st 2019, the directory attracted **1,621** individual searches for services.

- A total of **43** cases in which no postcodes were recorded were excluded from this analysis.
- A total of **160** cases with postcodes outside of the UK were excluded from this analysis.
- A total of **1,418** cases with postcodes within the UK were included within this analysis.

Table 1. provides an overview of the general criteria of searches made through the directory from January 01st to January 31st 2019. This table combines all searches made from January 01st to January 31st 2019 into general categories of search criteria.

- 'Employment', followed by 'Mental Wellbeing', followed by 'Housing' were the primary general search criteria for users from January 01st to January 31st 2019.

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

- 'Employment - Education and Training', followed by 'Employment - Job Seeking', followed by 'Mental Wellbeing - Accessing Support' were the primary search criteria for users from January 01st to January 31st 2019.

Figures 1 to 3 illustrate the spatial distribution of all users across the UK from January 01st to January 31st 2019, and the spatial hotspots and spatial outliers in terms of usage throughout this time.

Table 3 provides an overview of the usage across each region of the UK from January 01st to January 31st 2019.

- London, followed by the South East, followed by the North West were the regions with the highest usage from January 01st to January 31st 2019.

Table 4. provides an overview of the 20 local authority areas with the highest usage from January 01st to January 31st 2019.

- Newcastle upon Tyne, followed by Bexley, followed by Conwy were the local authority areas with the highest usage January 01st to January 31st 2019.

Table 5 provides a detailed breakdown of users top search criteria within each region of the UK from January 01-31 2019.

Table 1. An Overview of User General Search Criteria from January 01-31 2019

Search Criteria	Search Count	Search Percentage
Employment	275	19.4%
Mental Wellbeing	220	15.5%
Housing	218	15.4%
Finances	176	12.4%
National Charities/Organisations	125	8.8%
Family and Communities	112	7.9%
Physical Health	105	7.4%
Local Government Support	99	7.0%
Legal Support and Advocacy	81	5.7%
Unknown Category	7	0.5%
Grand Total	1,418	100%

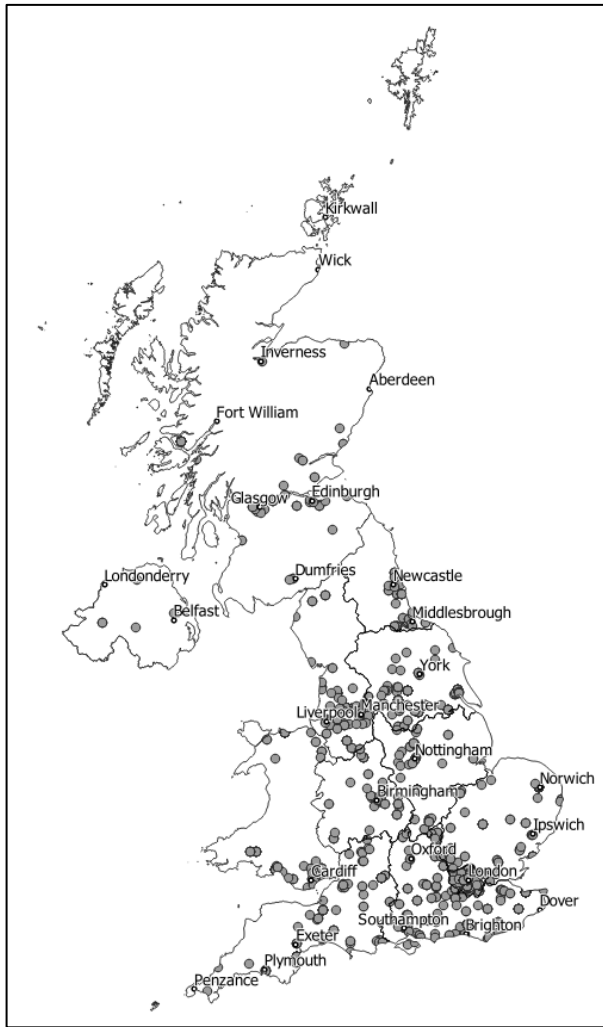
Table 2. A Detailed Breakdown of Users Exact Search Criteria from January 01-31 2019

Search Criteria	Search Count	Search Percentage
Employment - Education and Training	104	7.3%
Employment - Job Seeking	100	7.1%
Mental Wellbeing - Accessing Support	85	6.0%
Housing - Homelessness	75	5.3%
Mental Wellbeing - Support Groups and Emotional Support	62	4.4%
Housing - Housing Advice and Support	56	3.9%
Legal Support and Advocacy - Legal Advice	50	3.5%
Finances - Grants	46	3.2%
Finances - Benefits	38	2.7%
Finances - Financial Services	37	2.6%
Finances - Money and Debt Advice	34	2.4%
Housing - Eviction and Repossession	31	2.2%
Family and Communities - Support Groups and Emotional Support	30	2.1%
Family and Communities - Support for Carers	28	2.0%
Mental Wellbeing - Drug and Alcohol Services	27	1.9%
Mental Wellbeing - Treatment	26	1.8%
National Charities/Organisations - Blesma	25	1.8%
Employment - Self Employment	22	1.6%
Housing - Independent Living	21	1.5%
Legal Support and Advocacy - Legal Advocacy	20	1.4%
Employment - Volunteering	19	1.3%
Finances - Pensions and Compensation	19	1.3%
National Charities/Organisations - ASDIC Drop In Centres	19	1.3%
Physical Health - Rehabilitation and Recovery	18	1.3%
Local Government Support - North West	17	1.2%
Employment - Support for Offenders	16	1.1%
National Charities/Organisations - SSAFA	16	1.1%
Physical Health - Home and Mobility Aids	16	1.1%
Family and Communities - Recreation	15	1.1%
Housing - Supported Living	15	1.1%
Employment - Transition	14	1.0%
Family and Communities - Bereavement	14	1.0%
Family and Communities - Drug and Alcohol Services	14	1.0%
Local Government Support - North East	13	0.9%
Local Government Support - Yorkshire/ The Humber	13	0.9%
National Charities/Organisations - Help for Heroes	13	0.9%
National Charities/Organisations - Royal British Legion	13	0.9%
Physical Health - GPs	13	0.9%

Table 2. Continued: A Detailed Breakdown of Users Search Criteria from January 01-31 2019

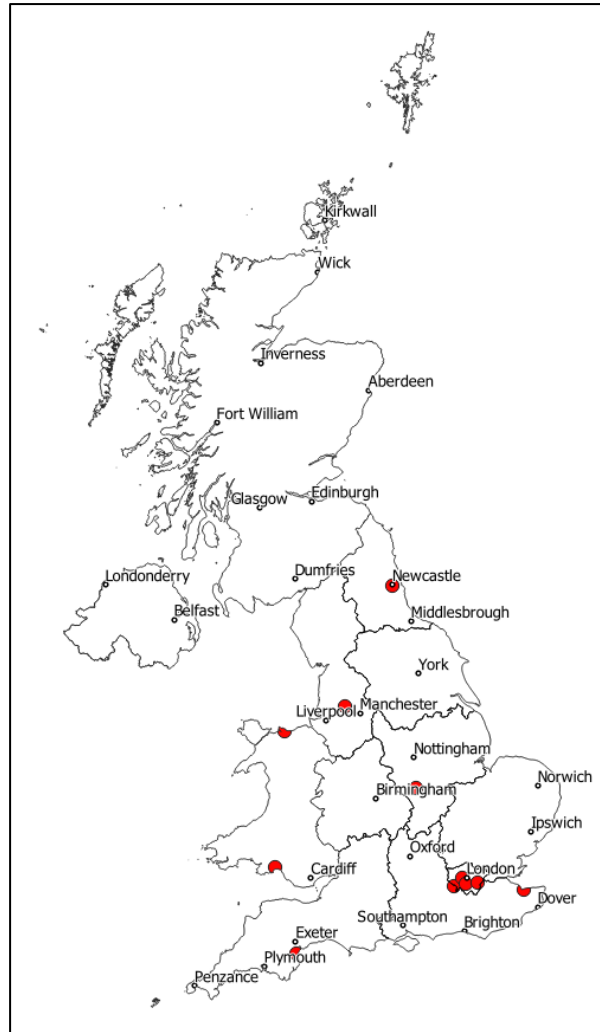
Search Criteria	Search Count	Search Percentage
Physical Health - Healthcare Services	12	0.8%
Physical Health - Support Groups and Emotional Support	12	0.8%
Housing - Retirement	11	0.8%
Legal Support and Advocacy - Legal Aid	11	0.8%
Mental Wellbeing - Bereavement	11	0.8%
Physical Health - Drug and Alcohol Services	10	0.7%
Local Government Support - Scotland	9	0.6%
Local Government Support - South West	9	0.6%
National Charities/Organisations - Combat Stress	9	0.6%
Family and Communities - GPs	8	0.6%
Local Government Support - Wales	8	0.6%
Mental Wellbeing - GPs	8	0.6%
Housing - Nursing and Dementia Care	7	0.5%
Local Government Support - London	7	0.5%
National Charities/Organisations - British Red Cross	7	0.5%
Physical Health - Limb Loss	7	0.5%
Unknown Category	7	0.5%
Local Government Support - East Midlands	6	0.4%
Local Government Support - South East	6	0.4%
National Charities/Organisations - Mind	6	0.4%
National Charities/Organisations - Shelter	6	0.4%
Physical Health - End of Life Care	6	0.4%
Physical Health - Nursing and Dementia Care	6	0.4%
Local Government Support - East of England	5	0.4%
National Charities/Organisations - Legion Scotland	5	0.4%
Physical Health - Blind Veterans	5	0.4%
Local Government Support - West Midlands	4	0.3%
National Charities/Organisations - Citizen Advice Bureau	4	0.3%
Family and Communities - Support for the Gurkha Community	3	0.2%
Finances - Support for the Gurkha Community	2	0.1%
Housing - Respite Care (Day Care and Respite)	2	0.1%
Local Government Support - Northern Ireland	2	0.1%
National Charities/Organisations - Samaritans Branches	2	0.1%
Mental Wellbeing - Sports	1	0.1%
Grand Total	1,418	100%

Figure 1. User Locations Between 01/01/2019-31/01/2019



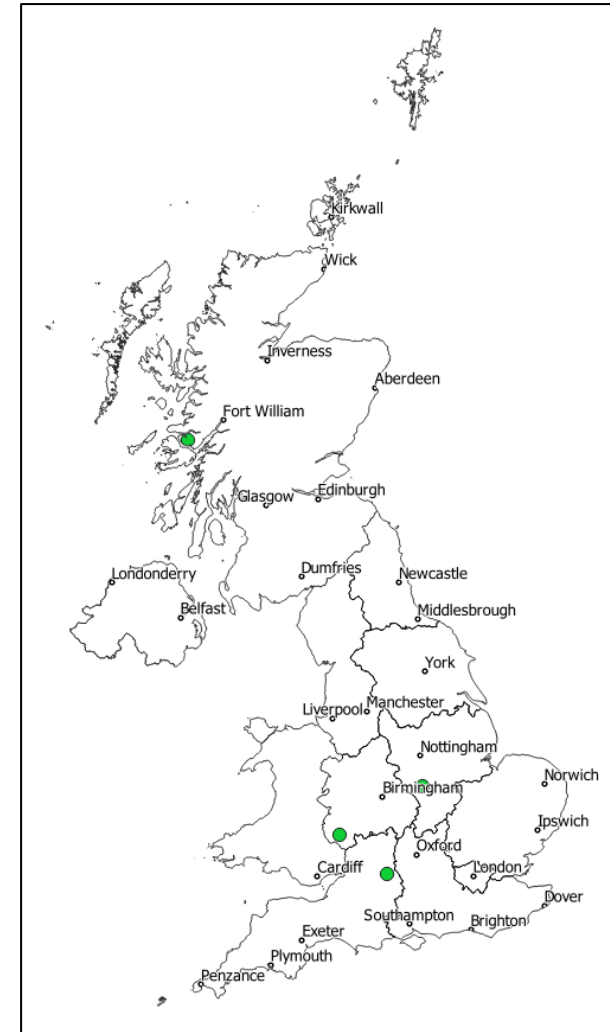
The figure above shows the location of all the postcode sectors with directory users during January 2019.

Figure 2. User Hot Spots Between 01/01/2019-31/01/2019



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

Figure 3. User Outliers Between 01/01/2019-31/01/2019

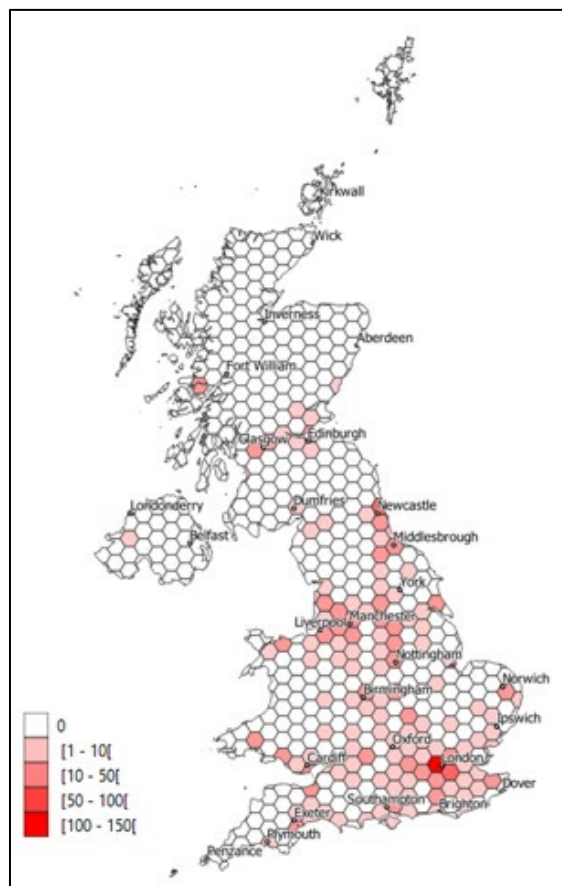


The figure above shows postcode sectors that can be considered to be outliers, because they have a high number of directory users and are surrounded by postcode sectors with a low number of directory users. This pattern is not attributable to random chance.

**Figure 4. Users' locations between
01/01/2019-31/01/2019**

**Table 3. Regional Usage Between
01/01/2019-31/01/2019**

**Table 4. Main Local Authorities for Usage Between
01/01/2019-31/01/2019**



N = 1,418

Region	Usage Count	Usage Percentage
London	282	19.9%
South East	196	13.8%
North West	155	10.9%
North East	150	10.6%
Wales	116	8.2%
Yorkshire and The Humber	113	8.0%
South West	111	7.8%
Scotland	84	5.9%
East of England	78	5.5%
East Midlands	70	4.9%
West Midlands	57	4.0%
Northern Ireland	6	0.4%

N = 1,418

Top 20 Local Authorities	Usage Count	Usage Percentage
Newcastle upon Tyne	92	6.5%
Bexley	68	4.8%
Conwy	36	2.5%
Kensington and Chelsea	36	2.5%
Bolton	30	2.1%
Camden	25	1.8%
Lambeth	24	1.7%
Swansea	24	1.7%
Elmbridge	21	1.5%
Leicester	21	1.5%
Teignbridge	21	1.5%
Canterbury	20	1.4%
Glasgow City	20	1.4%
Wiltshire	20	1.4%
Kingston upon Hull, City of	19	1.3%
Leeds	18	1.3%
Rochdale	18	1.3%
Doncaster	17	1.2%
Southwark	17	1.2%
Edinburgh, City of	16	1.1%

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 5: A Detailed Breakdown of Users Top Search Criteria by Region from January 01-31

Region	Usage Count	Percentage of Regional Usage
London	282	
Employment - Job Seeking	30	10.6%
Housing - Homelessness	18	6.4%
Mental Wellbeing - Support Groups and Emotional Support	16	5.7%
South East	196	
Employment - Education and Training	16	8.2%
National Charities/Organisations - Blesma	16	8.2%
Housing - Housing Advice and Support	13	6.6%
North West	155	
Employment - Education and Training	23	14.8%
Employment - Job Seeking	14	9.0%
Mental Wellbeing - Accessing Support	9	5.8%
North East	150	
Employment - Job Seeking	13	8.7%
Employment - Education and Training	10	6.7%
Finances - Benefits	9	6.0%
Legal Support and Advocacy - Legal Advice	9	6.0%
Wales	116	
Housing - Homelessness	11	9.5%
Mental Wellbeing - Accessing Support	8	6.9%
Local Government Support - Wales	7	6.0%
Mental Wellbeing - Support Groups and Emotional Support	7	6.0%
Yorkshire and The Humber	113	
Local Government Support - Yorkshire/ The Humber	11	9.7%
Housing - Homelessness	8	7.1%
Employment - Education and Training	6	5.3%
Finances - Money and Debt Advice	6	5.3%
South West	111	
Employment - Education and Training	10	9.0%
Employment - Job Seeking	9	8.1%
Finances - Grants	8	7.2%
Mental Wellbeing - Accessing Support	8	7.2%
Scotland	84	
Housing - Homelessness	8	9.5%
Mental Wellbeing - Accessing Support	8	9.5%
Mental Wellbeing - Support Groups and Emotional Support	7	8.3%
East of England	78	
Employment - Education and Training	5	6.4%
Mental Wellbeing - Accessing Support	5	6.4%
Mental Wellbeing - Support Groups and Emotional Support	5	6.4%
East Midlands	70	
Employment - Education and Training	10	14.3%
Mental Wellbeing - Accessing Support	6	8.6%
Finances - Benefits	4	5.7%
Finances - Grants	4	5.7%
West Midlands	57	
Mental Wellbeing - Accessing Support	9	15.8%
Employment - Job Seeking	4	7.0%
Housing - Housing Advice and Support	4	7.0%
Northern Ireland	84	
Finances - Grants	1	1.2%
Local Government Support - Northern Ireland	1	1.2%
Mental Wellbeing - Accessing Support	1	1.2%
Mental Wellbeing - Drug and Alcohol Services	1	1.2%
Mental Wellbeing - Support Groups and Emotional Support	1	1.2%
Physical Health - Home and Mobility Aids	1	1.2%