

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

## **January 2020**

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 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 January 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 – January 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 1<sup>st</sup> February 2020, the directory of services included **16,071** markers, each representing a service available to veterans or service families.

During January 2020 the directory attracted **1,084** individual searches for services.

- A total of **173** 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 **10** cases were from the mobile version of the directory.
- A total of **822** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **79** cases had no referrer recorded.
- Because the mobile version of the directory was still in internal testing, the analysis for January 2020 focus on usage from the online directory of services (N= 822).
  - Among **822** cases that had the online directory of services as the referrer, a total of **33** cases had users located outside of the UK, and a total of **789** 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 January 2020. This table combines all searches made into general categories of search criteria.

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

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

- 'Mental Wellbeing - Accessing Support', followed by 'Employment - Education and Training' 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 January 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 January 2020.

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

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

- Portsmouth followed by Newcastle upon Tyne and Cardiff were the local authorities with the highest usage.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK during January 2020. Tables 6 and 7 provide an overview of the searches that were located outside of the UK.

- 'Housing' followed by 'Mental Wellbeing' and 'Employment' were the primary general search criteria for users located outside of the UK during January 2020.

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

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

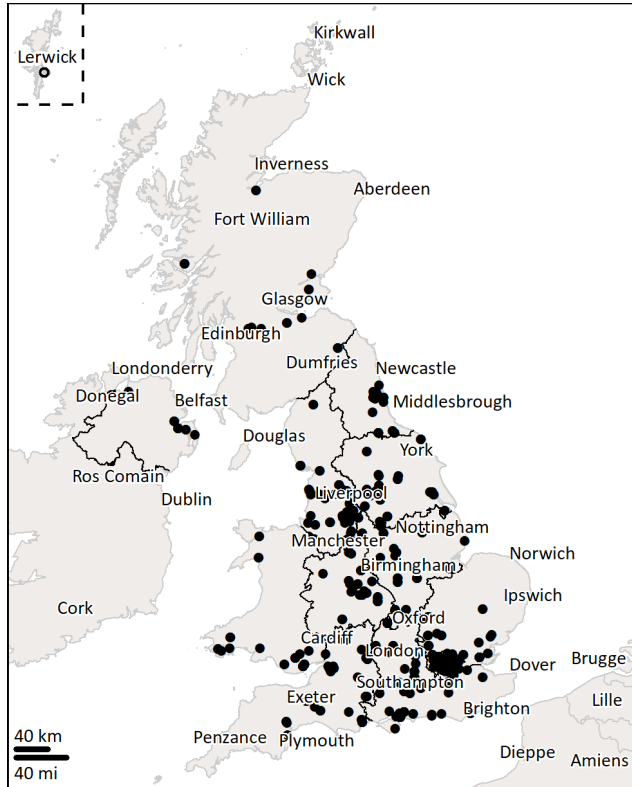
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	278	35.23%
Employment	122	15.46%
Housing	104	13.18%
Family and Communities	79	10.01%
Physical Health	76	9.63%
Finances	68	8.62%
Specific search for an organisation	32	4.06%
Local Government Support	27	3.42%
National Charities/Organisations	19	2.41%
Legal Support and Advocacy	17	2.15%
<b>Total</b>	<b>789</b>	<b>100.00%</b>

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

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	131	16.60%
Employment - Education and Training	61	7.73%
Mental Wellbeing - Support Groups and Emotional Support	48	6.08%
Mental Wellbeing - Treatment	46	5.83%
Employment - Job Seeking	45	5.70%
Housing - Homelessness	37	4.69%
Specific search for an organisation	32	4.06%
Housing - Housing Advice and Support	29	3.68%
Family and Communities - Support Groups and Emotional Support	28	3.55%
Mental Wellbeing - Drug and Alcohol Services	25	3.17%
Physical Health - Support Groups and Emotional Support	22	2.79%
Family and Communities - Support for Carers	16	2.03%
Finances - Benefits	16	2.03%
Finances - Money and Debt Advice	16	2.03%
Physical Health - Rehabilitation and Recovery	15	1.90%
Physical Health - Healthcare Services	14	1.77%
Family and Communities - Recreation	13	1.65%
Finances - Grants	13	1.65%
Mental Wellbeing - Bereavement	13	1.65%
Finances - Pensions and Compensation	12	1.52%
Legal Support and Advocacy - Legal Advice	11	1.39%
Family and Communities - GPs	10	1.27%
Finances - Financial Services	8	1.01%
Family and Communities - Drug and Alcohol Services	7	0.89%
Housing - Supported Living	7	0.89%
National Charities/Organisations - ASDIC Drop In Centres	7	0.89%
Physical Health - Home and Mobility Aids	7	0.89%
Local Government Support - North West	6	0.76%
Physical Health - Drug and Alcohol Services	6	0.76%
Physical Health - GPs	6	0.76%
Employment - Transition	5	0.63%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
<b>Housing - Eviction and Repossession</b>	5	0.63%
<b>Housing - Independent Living</b>	5	0.63%
<b>Local Government Support - South East</b>	5	0.63%
<b>Mental Wellbeing - Sports</b>	5	0.63%
<b>Physical Health - Sports</b>	5	0.63%
<b>Employment - Volunteering</b>	4	0.51%
<b>Housing - Retirement</b>	3	0.38%
<b>Legal Support and Advocacy - Legal Advocacy</b>	3	0.38%
<b>Legal Support and Advocacy - Legal Aid</b>	3	0.38%
<b>Local Government Support - East Midlands</b>	3	0.38%
<b>Local Government Support - London</b>	3	0.38%
<b>Local Government Support - North East</b>	3	0.38%
<b>Local Government Support - Wales</b>	3	0.38%
<b>Mental Wellbeing - GPs</b>	3	0.38%
<b>National Charities/Organisations - Help for Heroes</b>	3	0.38%
<b>National Charities/Organisations - Royal British Legion</b>	3	0.38%
<b>Employment - Support for Offenders</b>	2	0.25%
<b>Family and Communities - Bereavement</b>	2	0.25%
<b>Family and Communities - Support for the Gurkha Community</b>	2	0.25%
<b>National Charities/Organisations - SSAFA</b>	2	0.25%
<b>Finances - Support for the Gurkha Community</b>	1	0.13%
<b>Housing - Nursing and Dementia Care</b>	1	0.13%
<b>Housing - Respite Care (Day Care and Respite)</b>	1	0.13%
<b>Local Government Support - Scotland</b>	1	0.13%
<b>Local Government Support - West Midlands</b>	1	0.13%
<b>National Charities/Organisations - British Red Cross</b>	1	0.13%
<b>National Charities/Organisations - Citizen Advice Bureau</b>	1	0.13%
<b>National Charities/Organisations - Combat Stress</b>	1	0.13%
<b>National Charities/Organisations - Shelter</b>	1	0.13%
<b>Physical Health - Nursing and Dementia Care</b>	1	0.13%
<b>Total</b>	<b>789</b>	<b>100%</b>

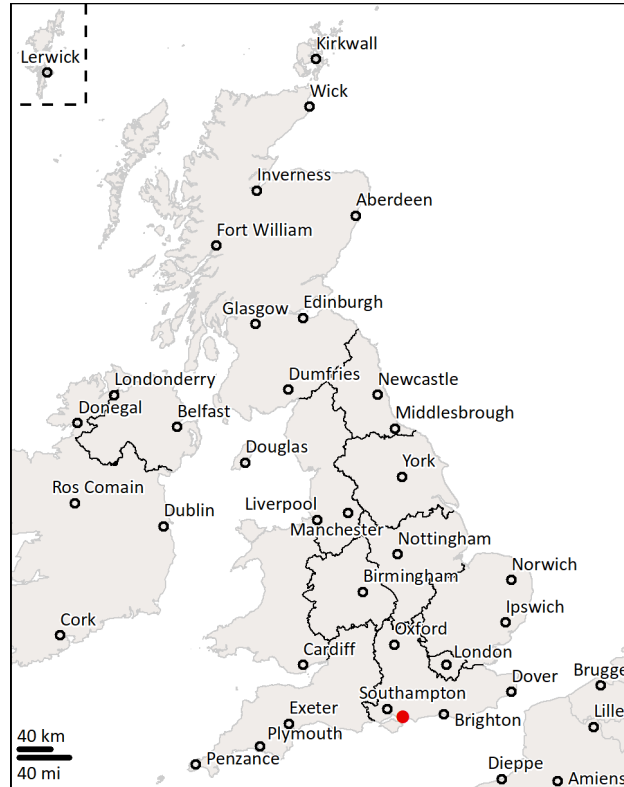
**Figure 1. User locations in the UK (01/01/2020 - 31/01/2020)**



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

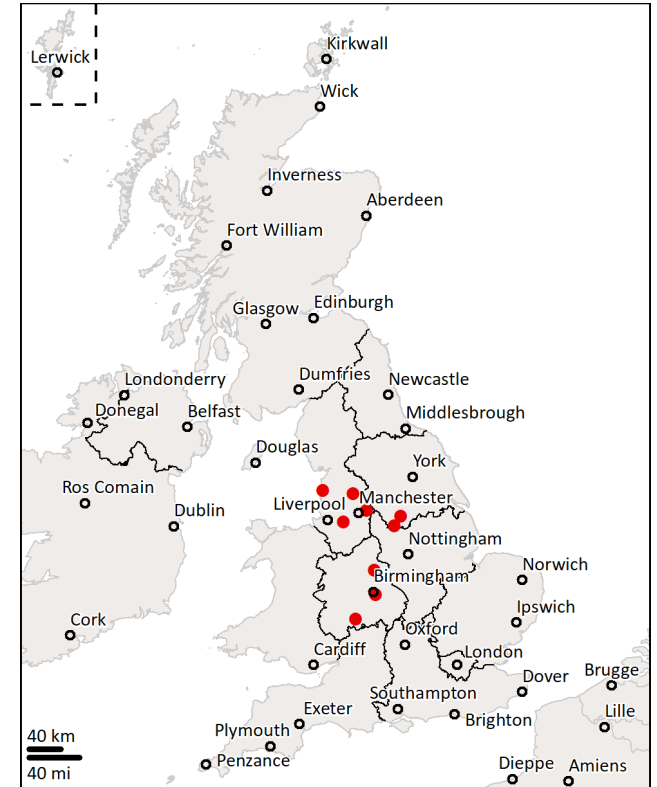
**Figure 2. User hotspots in the UK (01/01/2020 - 31/01/2020)**



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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 (01/01/2020 - 31/01/2020)**

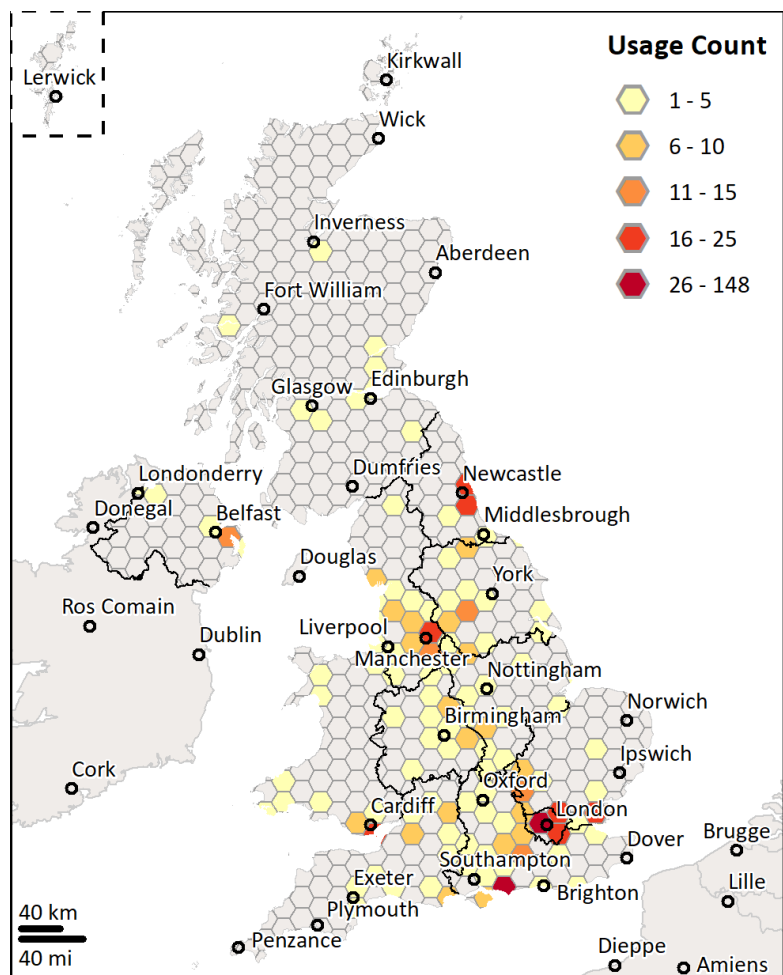


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The figure above shows postcode districts that can be considered to be outliers, because they have a high number of directory users and are surrounded by postcode districts with a low number of directory users. This pattern is not attributable to random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



**Figure 4. User locations in the UK (01/01/2020 - 31/01/2020)**



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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 01/01/2020 - 31/01/2020**

N = 789

Region	Usage Count	Usage Percentage
South East	222	28.14%
London	125	15.84%
North West	86	10.90%
East of England	54	6.84%
Yorkshire and The Humber	52	6.59%
Wales	48	6.08%
North East	47	5.96%
South West	43	5.45%
West Midlands	42	5.32%
East Midlands	33	4.18%
Northern Ireland	19	2.41%
Scotland	18	2.28%

**Table 4. Main local authorities for usage (01/01/2020 - 31/01/2020)**

N = 789

Top 20 Local Authorities	Usage Count	Usage Percentage
Portsmouth	144	18.25%
Newcastle upon Tyne	25	3.17%
Cardiff	21	2.66%
Rochford	17	2.15%
City of London	16	2.03%
Westminster	15	1.90%
Havering	14	1.77%
Manchester	13	1.65%
Belfast	11	1.39%
Haringey	11	1.39%
Leeds	11	1.39%
Guildford	10	1.27%
Barnet	8	1.01%
Bedford	8	1.01%
Bracknell Forest	8	1.01%
Dacorum	8	1.01%
Pembrokeshire	8	1.01%
Stockport	8	1.01%
Barrow-in-Furness	7	0.89%
Birmingham	7	0.89%

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

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
East Midlands	Housing - Housing Advice and Support	4	12.12%
	Mental Wellbeing - Accessing Support	4	12.12%
	Mental Wellbeing - Treatment	4	12.12%
East of England	Employment - Education and Training	10	18.52%
	Mental Wellbeing - Support Groups and Emotional Support	7	12.96%
	Mental Wellbeing - Accessing Support	4	7.41%
London	Housing - Homelessness	17	13.60%
	Employment - Education and Training	12	9.60%
	Mental Wellbeing - Accessing Support	12	9.60%
North East	Housing - Homelessness	11	23.40%
	Employment - Education and Training	9	19.15%
	Employment - Job Seeking	5	10.64%
North West	Employment - Job Seeking	12	13.95%
	Specific search for an organisation	8	9.30%
	Family and Communities - Support Groups and Emotional Support	7	8.14%
Northern Ireland	Finances - Pensions and Compensation	6	31.58%
	Mental Wellbeing - Accessing Support	4	21.05%
	Legal Support and Advocacy - Legal Advice	2	10.53%
Scotland	Finances - Money and Debt Advice	3	16.67%
	Mental Wellbeing - Accessing Support	3	16.67%
	Employment - Transition	1	5.56%
South East	Mental Wellbeing - Accessing Support	74	33.33%
	Mental Wellbeing - Treatment	28	12.61%
	Mental Wellbeing - Support Groups and Emotional Support	19	8.56%
South West	Mental Wellbeing - Accessing Support	6	13.95%
	Family and Communities - Support Groups and Emotional Support	4	9.30%
	Specific search for an organisation	4	9.30%
Wales	Employment - Education and Training	6	12.50%
	Housing - Housing Advice and Support	6	12.50%
	Employment - Job Seeking	3	6.25%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
West Midlands	Mental Wellbeing - Accessing Support	7	16.67%
	Finances - Grants	5	11.90%
	Mental Wellbeing - Support Groups and Emotional Support	4	9.52%
Yorkshire and The Humber	Mental Wellbeing - Accessing Support	9	17.31%
	Employment - Job Seeking	7	13.46%
	Family and Communities - GPs	3	5.77%

**Table 6. An overview of general search criteria from users located outside of the UK (January 2020)**

Search Criteria	Search Count outside of the UK	Search Percentage
Housing	16	48.48%
Mental Wellbeing	7	21.21%
Employment	5	15.15%
Finances	2	6.06%
Local Government Support	2	6.06%
Family and Communities	1	3.03%
<b>Total</b>	<b>33</b>	<b>100%</b>

**Table 7. A detailed breakdown of exact search criteria from users located outside of the UK (January 2020)**

Search Criteria	Search Count outside of the UK	Search Percentage
Housing - Homelessness	13	39.39%
Employment - Education and Training	4	12.12%
Mental Wellbeing - Accessing Support	4	12.12%
Finances - Benefits	2	6.06%
Housing - Supported Living	2	6.06%
Employment - Transition	1	3.03%
Family and Communities - Bereavement	1	3.03%
Housing - Nursing and Dementia Care	1	3.03%
Local Government Support - East Midlands	1	3.03%
Local Government Support - East of England	1	3.03%
Mental Wellbeing - Drug and Alcohol Services	1	3.03%
Mental Wellbeing - East Midlands	1	3.03%
Mental Wellbeing - Treatment	1	3.03%
<b>Total</b>	<b>33</b>	<b>100%</b>