

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

**01/07/2019 - 31/07/2019**

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 July 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 – July 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 July 01<sup>st</sup> 2019, the directory of services included **14,934** markers, each representing a service available to veterans or service families.

From July 01<sup>st</sup> to July 31<sup>th</sup> 2019, the directory attracted **1,461** individual searches for services.

- A total of **5** cases in which no postcodes were recorded were excluded from this analysis.
- A total of **202** cases had users located outside of the UK.
- A total of **1,254** cases had users located within the UK.

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

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

Table 2 provides a more detailed breakdown of the exact criteria of all searches made through the directory from July 01<sup>st</sup> to July 31<sup>th</sup> 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 'Housing - Homelessness' were the primary search criteria for users from July 01<sup>st</sup> to July 31<sup>th</sup> 2019.

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

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

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

- Newcastle upon Tyne, followed by Leeds, followed by Preston were the local authority areas with the highest usage from July 01<sup>st</sup> to July 31<sup>th</sup> 2019.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK from July 01<sup>st</sup> to July 31<sup>th</sup> 2019.

Tables 6 and 7 provide an overview of the searches that were located outside of the UK.

- 'Employment' followed by 'Legal Support and Advocacy', followed by 'Family and Communities' were the primary general search criteria for users located outside of the UK from July 01<sup>st</sup> to July 31<sup>th</sup> 2019.

**Table 1. General search criteria from users located in the UK (July 01-31, 2019)**

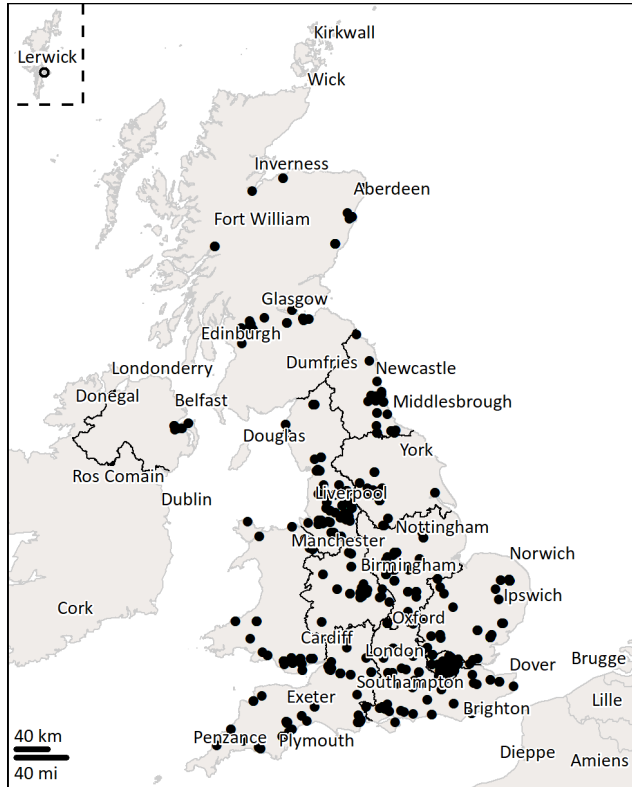
Search Criteria	Search Count	Search Percentage
<b>Mental Wellbeing</b>	262	20.89%
<b>Specific search for an organisation</b>	227	18.10%
<b>Employment</b>	188	14.99%
<b>Housing</b>	185	14.75%
<b>Finances</b>	109	8.69%
<b>Local Government Support</b>	75	5.98%
<b>Family and Communities</b>	72	5.74%
<b>Physical Health</b>	67	5.34%
<b>National Charities/Organisations</b>	38	3.03%
<b>Legal Support and Advocacy</b>	31	2.47%
<b>Total</b>	<b>1,254</b>	<b>100.00%</b>

**Table 2. A detailed breakdown of exact search criteria from users located in the UK (July 01-31, 2019)**

Search Criteria	Search Count	Search Percentage
<b>Specific search for an organisation</b>	227	18.10%
<b>Mental Wellbeing - Accessing Support</b>	118	9.41%
<b>Housing - Homelessness</b>	89	7.10%
<b>Employment - Job Seeking</b>	72	5.74%
<b>Mental Wellbeing - Support Groups and Emotional Support</b>	69	5.50%
<b>Employment - Education and Training</b>	67	5.34%
<b>Housing - Housing Advice and Support</b>	67	5.34%
<b>Finances - Grants</b>	52	4.15%
<b>Local Government Support - North West</b>	41	3.27%
<b>Mental Wellbeing - Treatment</b>	40	3.19%
<b>Legal Support and Advocacy - Legal Advice</b>	29	2.31%
<b>Finances - Benefits</b>	26	2.07%
<b>Family and Communities - Support Groups and Emotional Support</b>	24	1.91%
<b>Family and Communities - Support for Carers</b>	20	1.59%
<b>Finances - Financial Services</b>	20	1.59%
<b>Mental Wellbeing - Drug and Alcohol Services</b>	17	1.36%
<b>Employment - Self Employment</b>	16	1.28%
<b>Family and Communities - Recreation</b>	15	1.20%
<b>Physical Health - Home and Mobility Aids</b>	15	1.20%
<b>National Charities/Organisations - Royal British Legion</b>	13	1.04%
<b>Employment - Support for Offenders</b>	12	0.96%
<b>Employment - Transition</b>	12	0.96%
<b>National Charities/Organisations - ASDIC Drop In Centres</b>	11	0.88%
<b>Housing - Eviction and Repossession</b>	10	0.80%
<b>Local Government Support - South West</b>	10	0.80%
<b>Physical Health - GPs</b>	10	0.80%
<b>Employment - Volunteering</b>	9	0.72%

Search Criteria	Search Count	Search Percentage
Physical Health - Rehabilitation and Recovery	9	0.72%
Local Government Support - Yorkshire/ The Humber	8	0.64%
Physical Health - Sports	8	0.64%
Physical Health - Healthcare Services	7	0.56%
Finances - Pensions and Compensation	6	0.48%
Housing - Independent Living	6	0.48%
Mental Wellbeing - Bereavement	6	0.48%
Mental Wellbeing - GPs	6	0.48%
Mental Wellbeing - Sports	6	0.48%
Physical Health - Drug and Alcohol Services	6	0.48%
Family and Communities - Support for the Gurkha Community	5	0.40%
Finances - Money and Debt Advice	5	0.40%
Housing - Retirement	5	0.40%
Housing - Supported Living	5	0.40%
Physical Health - Nursing and Dementia Care	5	0.40%
Family and Communities - Bereavement	4	0.32%
Family and Communities - GPs	4	0.32%
National Charities/Organisations - Legion Scotland	4	0.32%
National Charities/Organisations - SSAFA	4	0.32%
Physical Health - Blind Veterans	4	0.32%
Local Government Support - Scotland	3	0.24%
Local Government Support - West Midlands	3	0.24%
Housing - Respite Care (Day Care and Respite)	2	0.16%
Legal Support and Advocacy - Legal Aid	2	0.16%
Local Government Support - East Midlands	2	0.16%
Local Government Support - London	2	0.16%
Local Government Support - South East	2	0.16%
Local Government Support - Wales	2	0.16%
Physical Health - Support Groups and Emotional Support	2	0.16%
Housing - Nursing and Dementia Care	1	0.08%
Local Government Support - North East	1	0.08%
Local Government Support - Northern Ireland	1	0.08%
National Charities/Organisations - British Red Cross	1	0.08%
National Charities/Organisations - Citizen Advice Bureau	1	0.08%
National Charities/Organisations - Combat Stress	1	0.08%
National Charities/Organisations - Help for Heroes	1	0.08%
National Charities/Organisations - Mind	1	0.08%
National Charities/Organisations - Shelter	1	0.08%
Physical Health - Limb Loss	1	0.08%
<b>Total</b>	<b>1,254</b>	<b>100%</b>

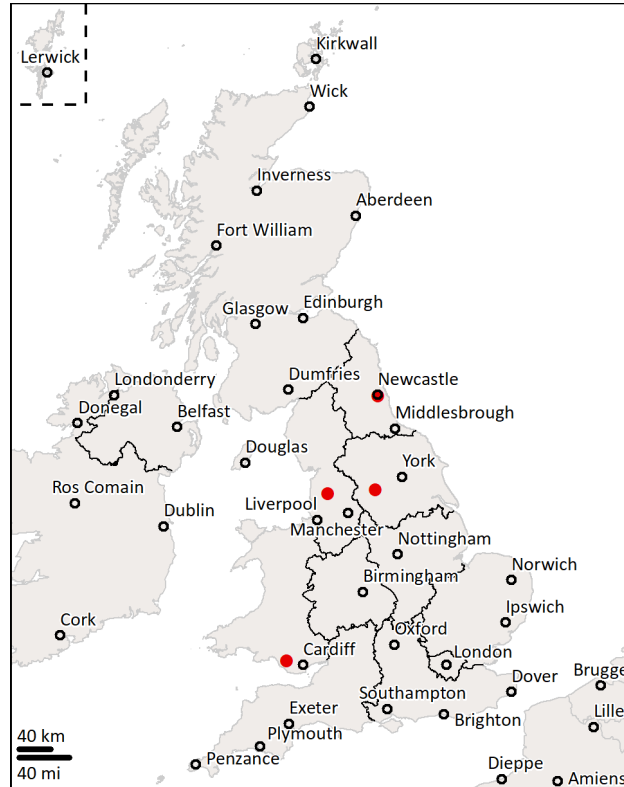
**Figure 1. User locations in the UK  
(01/07/2019 - 31/07/2019)**



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

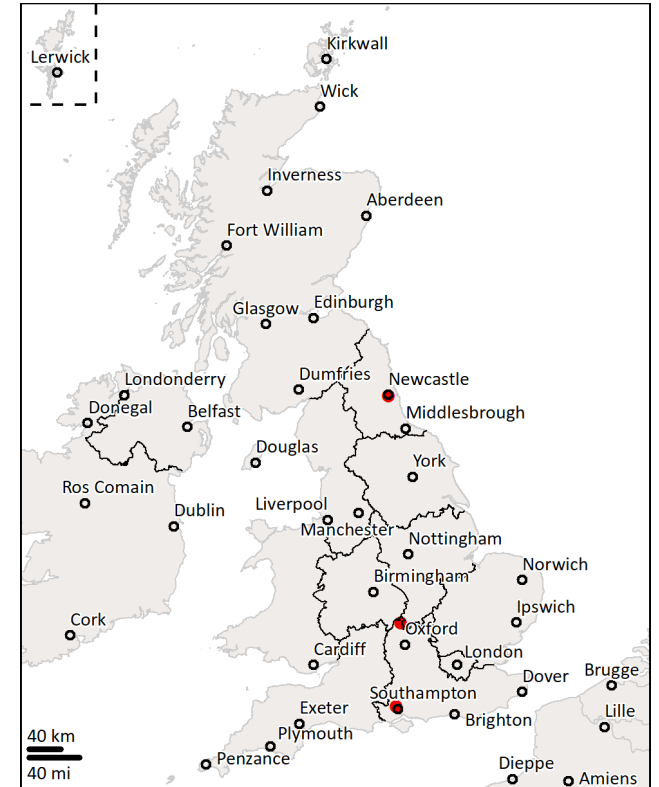
**Figure 2. User hot spots in the UK  
(01/07/2019 - 31/07/2019)**



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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  
(01/07/2019 - 31/07/2019)**

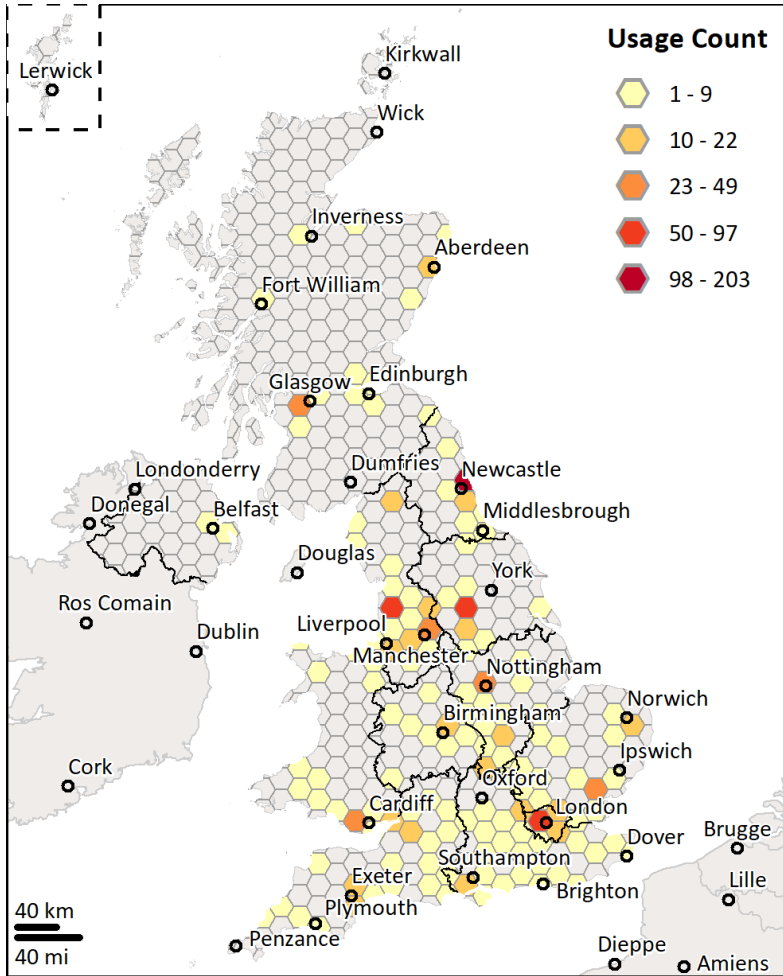


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The figure above shows postcode sectors that can be considered to be outliers, because they have a high number of directory users and are surrounded by postcode sectors with a low number of directory users. This pattern is not attributable to random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



**Figure 4. User locations in the UK (01/07/2019 - 31/07/2019)**



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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 01/07/2019 - 31/07/2019**

**N = 1,254**

Region	Usage Count	Usage Percentage
North East	238	18.98%
North West	192	15.31%
London	137	10.93%
Yorkshire and The Humber	115	9.17%
East of England	106	8.45%
Wales	104	8.29%
South East	85	6.78%
South West	85	6.78%
Scotland	80	6.38%
East Midlands	68	5.42%
West Midlands	35	2.79%
Northern Ireland	9	0.72%

**Table 4. Main local authorities for usage (01/07/2019 - 31/07/2019)**

**N = 1,254**

Top 20 Local Authorities	Usage Count	Usage Percentage
Newcastle upon Tyne	204	16.27%
Leeds	86	6.86%
Preston	70	5.58%
Bridgend	43	3.43%
City of London	43	3.43%
Colchester	42	3.35%
Glasgow City	27	2.15%
Nottingham	26	2.07%
Norwich	22	1.75%
Southampton	19	1.52%
Newport	17	1.36%
Birmingham	15	1.20%
Exeter	15	1.20%
Manchester	14	1.12%
Aberdeenshire	13	1.04%
Cherwell	13	1.04%
Carlisle	12	0.96%
Islington	12	0.96%
Knowsley	12	0.96%
Aberdeen City	11	0.88%

**Table 5. A detailed breakdown of top 3 search criteria by region from users located in the UK (July 01-31, 2019)**

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
<b>East Midlands</b>	Specific search for an organisation	14	20.59%
	Employment - Job Seeking	9	13.24%
	Mental Wellbeing - Accessing Support	9	13.24%
<b>East of England</b>	Employment - Education and Training	25	23.58%
	Specific search for an organisation	18	16.98%
	Housing - Homelessness	12	11.32%
<b>London</b>	Mental Wellbeing - Accessing Support	17	12.41%
	Employment - Education and Training	11	8.03%
	Employment - Job Seeking	11	8.03%
<b>North East</b>	Specific search for an organisation	159	66.81%
	Employment - Job Seeking	10	4.20%
	Housing - Homelessness	9	3.78%
<b>North West</b>	Local Government Support - North West	41	21.35%
	Mental Wellbeing - Accessing Support	29	15.10%
	Mental Wellbeing - Support Groups and Emotional Support	15	7.81%
<b>Northern Ireland</b>	Finances - Benefits	2	22.22%
	Employment - Job Seeking	1	11.11%
	Employment - Transition	1	11.11%
<b>Scotland</b>	Mental Wellbeing - Accessing Support	10	12.50%
	Employment - Education and Training	7	8.75%
	Housing - Housing Advice and Support	7	8.75%
<b>South East</b>	Mental Wellbeing - Accessing Support	20	23.53%
	Housing - Homelessness	7	8.24%
	Housing - Housing Advice and Support	7	8.24%
<b>South West</b>	Local Government Support - South West	8	9.41%
	Housing - Homelessness	7	8.24%
	Mental Wellbeing - Accessing Support	7	8.24%
<b>Wales</b>	Mental Wellbeing - Treatment	25	24.04%
	Specific search for an organisation	19	18.27%
	Finances - Grants	16	15.38%
<b>West Midlands</b>	Employment - Job Seeking	10	28.57%
	Housing - Homelessness	6	17.14%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
	Housing - Housing Advice and Support	3	8.57%
Yorkshire and The Humber	Housing - Homelessness	24	20.87%
	Housing - Housing Advice and Support	20	17.39%
	Mental Wellbeing - Support Groups and Emotional Support	15	13.04%

**Table 6. An overview of general search criteria from users located outside of the UK (July 01-31, 2019)**

Search Criteria	Search Count outside of the UK	Search Percentage
Employment	131	64.85%
Legal Support and Advocacy	20	9.90%
Family and Communities	14	6.93%
Specific search for an organisation	9	4.46%
Housing	7	3.47%
Finances	6	2.97%
Local Government Support	5	2.48%
Mental Wellbeing	5	2.48%
Physical Health	3	1.49%
National Charities/Organisations	2	0.99%
<b>Total</b>	<b>202</b>	<b>100.00%</b>

**Table 7. A detailed breakdown of exact search criteria from users located outside of the UK (July 01-31, 2019)**

Search Criteria	Search Count outside of the UK	Search Percentage
Employment - Volunteering	90	44.55%
Employment - Education and Training	27	13.37%
Legal Support and Advocacy - Legal Advice	16	7.92%
Employment - Job Seeking	9	4.46%
Specific search for an organisation	9	4.46%
Family and Communities - Bereavement	8	3.96%
Family and Communities - Recreation	4	1.98%
Finances - Grants	4	1.98%
Housing - Eviction and Repossession	4	1.98%
Mental Wellbeing - Accessing Support	4	1.98%
Housing - Homelessness	3	1.49%
Local Government Support - North West	3	1.49%
Employment - Support for Offenders	2	0.99%
Employment - Transition	2	0.99%
Legal Support and Advocacy - Legal Advocacy	2	0.99%
Physical Health - End of Life Care	2	0.99%

<b>Search Criteria</b>	<b>Search Count outside of the UK</b>	<b>Search Percentage</b>
<b>Employment - Self Employment</b>	1	0.50%
<b>Family and Communities - GPs</b>	1	0.50%
<b>Family and Communities - Support for Carers</b>	1	0.50%
<b>Finances - Benefits</b>	1	0.50%
<b>Finances - Financial Services</b>	1	0.50%
<b>Legal Support and Advocacy - Legal Aid</b>	1	0.50%
<b>Legal Support and Advocacy - Support for the Gurkha Community</b>	1	0.50%
<b>Local Government Support - East Midlands</b>	1	0.50%
<b>Local Government Support - Northern Ireland</b>	1	0.50%
<b>Mental Wellbeing - Support Groups and Emotional Support</b>	1	0.50%
<b>National Charities/Organisations - British Red Cross</b>	1	0.50%
<b>National Charities/Organisations - Citizen Advice Bureau</b>	1	0.50%
<b>Physical Health - GPs</b>	1	0.50%
<b>Total</b>	<b>202</b>	<b>100%</b>