

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

## **July 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 of August 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 – July 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 1<sup>st</sup> August 2020, the directory of services included **16,557** markers, each representing a service available to veterans or service families.

During July 2020, the directory attracted **1,914** individual searches for services.

- A total of **5** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **1,127** cases were from the mobile version of the directory.
- A total of **445** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **337** cases had no referrer recorded.
- Amongst **445** cases that had the online directory of services as the referrer, a total of **16** cases had users located outside of the UK or with a null location, and a total of **429** cases had users located within the UK.
- Amongst **1,127** cases that had the mobile directory of services as the referrer, a total of **51** cases had users located outside of the UK or with a null location, and a total of **1,076** cases had users located within the UK.

## Key Findings – Online directory, July 2020 (N= 429)

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

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

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

- 'Mental Wellbeing - Accessing Support', followed by 'Mental Wellbeing - Support Groups and Emotional Support' and 'Specific search for an organisation' were the primary online search criteria.

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

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

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

- South Oxfordshire followed by Lancaster and St. Helens were the local authorities with the highest online usage.

## **Key Findings – Mobile directory, July 2020 (N= 1,076)**

Table 5 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during July 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 July 2020.

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

- 'Employment - Job Seeking', followed by 'Employment - Education and Training' and 'Mental Wellbeing - Accessing Support' were the primary mobile search criteria.

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

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

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

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

- Wiltshire followed by Wirral and County Durham 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, July 2020**

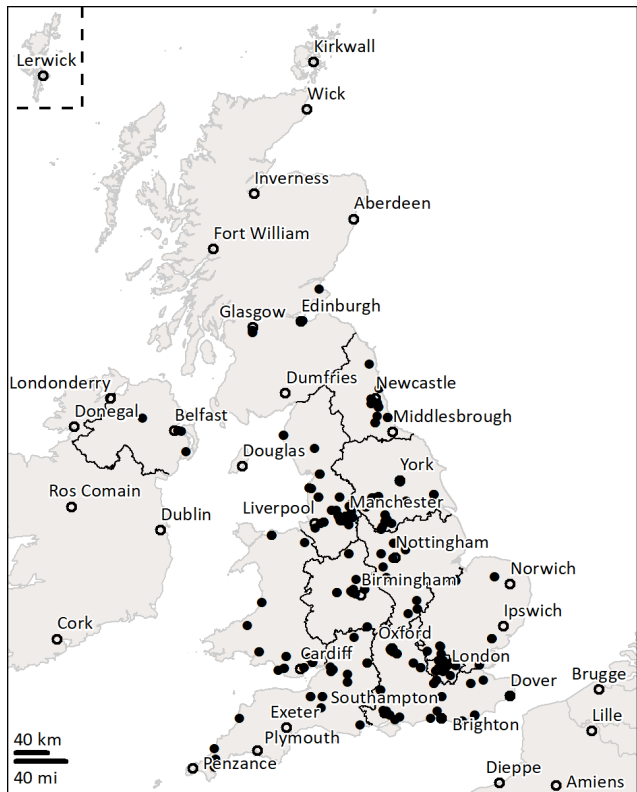
Search Criteria	Search Count	Search Percentage
<b>Mental Wellbeing</b>	106	24.71%
<b>Housing</b>	82	19.11%
<b>Employment</b>	72	16.78%
<b>Specific search for an organisation</b>	36	8.39%
<b>Family and Communities</b>	36	8.39%
<b>Finances</b>	27	6.29%
<b>Physical Health</b>	25	5.83%
<b>COVID-19 Local Support</b>	21	4.90%
<b>National Charities/Organisations</b>	17	3.96%
<b>Legal Support and Advocacy</b>	7	1.63%
<b>Total</b>	<b>429</b>	<b>100%</b>

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

Search Criteria	Search Count	Search Percentage
<b>Mental Wellbeing - Accessing Support</b>	44	10.26%
<b>Mental Wellbeing - Support Groups and Emotional Support</b>	43	10.02%
<b>Specific search for an organisation</b>	36	8.39%
<b>Housing - Homelessness</b>	36	8.39%
<b>Employment - Job Seeking</b>	33	7.69%
<b>Employment - Education and Training</b>	25	5.83%
<b>Housing - Supported Living</b>	19	4.43%
<b>Housing - Housing Advice and Support</b>	14	3.26%
<b>National Charities/Organisations - ASDIC Drop In Centres</b>	10	2.33%
<b>Family and Communities - Recreation</b>	10	2.33%
<b>Family and Communities - Support for Carers</b>	10	2.33%
<b>Physical Health - GPs</b>	9	2.10%
<b>Finances - Grants</b>	9	2.10%
<b>Housing - Independent Living</b>	9	2.10%
<b>COVID-19 Local Support - Wales</b>	8	1.86%
<b>Family and Communities - Support Groups and Emotional Support</b>	8	1.86%
<b>Mental Wellbeing - Drug and Alcohol Services</b>	7	1.63%
<b>Physical Health - Drug and Alcohol Services</b>	7	1.63%
<b>Finances - Benefits</b>	6	1.40%
<b>Finances - Pensions and Compensation</b>	6	1.40%
<b>Legal Support and Advocacy - Legal Advice</b>	5	1.17%
<b>National Charities/Organisations - SSAFA</b>	5	1.17%
<b>Employment - Support for Offenders</b>	5	1.17%
<b>Employment - Volunteering</b>	5	1.17%
<b>Employment - Self Employment</b>	4	0.93%
<b>COVID-19 Local Support - South East</b>	4	0.93%
<b>Mental Wellbeing - Sports</b>	4	0.93%
<b>Finances - Financial Services</b>	4	0.93%
<b>Mental Wellbeing - Bereavement</b>	4	0.93%
<b>Family and Communities - Bereavement</b>	3	0.70%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
<b>Physical Health - Blind Veterans</b>	3	0.70%
<b>Physical Health - Home and Mobility Aids</b>	3	0.70%
<b>COVID-19 Local Support - South West</b>	2	0.47%
<b>Mental Wellbeing - Treatment</b>	2	0.47%
<b>Housing - Eviction and Repossession</b>	2	0.47%
<b>COVID-19 Local Support - London</b>	2	0.47%
<b>Family and Communities - GPs</b>	2	0.47%
<b>Mental Wellbeing - GPs</b>	2	0.47%
<b>COVID-19 Local Support - North East</b>	2	0.47%
<b>Housing - Respite Care (Day Care and Respite)</b>	2	0.47%
<b>Family and Communities - Drug and Alcohol Services</b>	2	0.47%
<b>COVID-19 Local Support - North West</b>	2	0.47%
<b>Finances - Money and Debt Advice</b>	2	0.47%
<b>Physical Health - Support Groups and Emotional Support</b>	2	0.47%
<b>National Charities/Organisations - Shelter</b>	1	0.23%
<b>COVID-19 Local Support - Scotland</b>	1	0.23%
<b>Physical Health - Limb Loss</b>	1	0.23%
<b>Family and Communities - Support for the Gurkha Community</b>	1	0.23%
<b>National Charities/Organisations - Mind</b>	1	0.23%
<b>Legal Support and Advocacy - Legal Advocacy</b>	1	0.23%
<b>Legal Support and Advocacy - Legal Aid</b>	1	0.23%
<b>Total</b>	<b>429</b>	<b>100%</b>

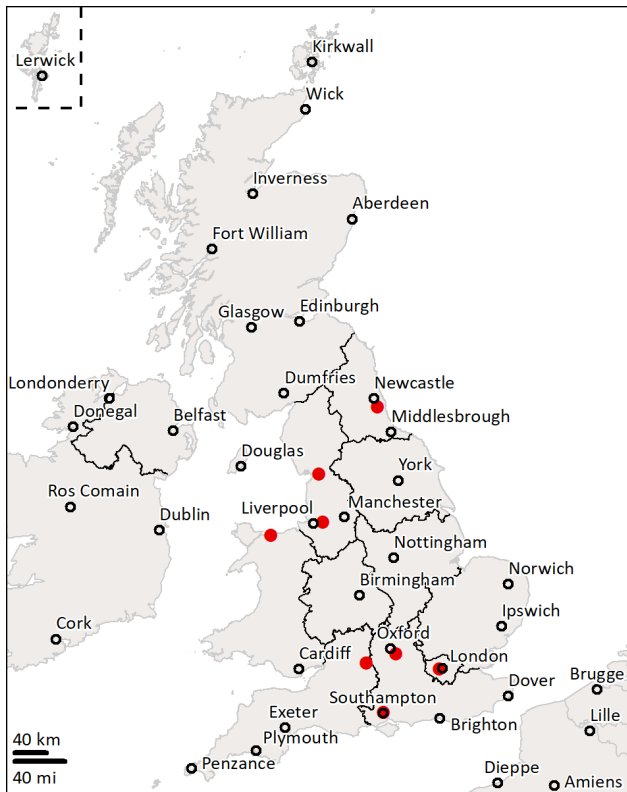
**Figure 1. User locations in the UK – Online directory, July 2020**



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

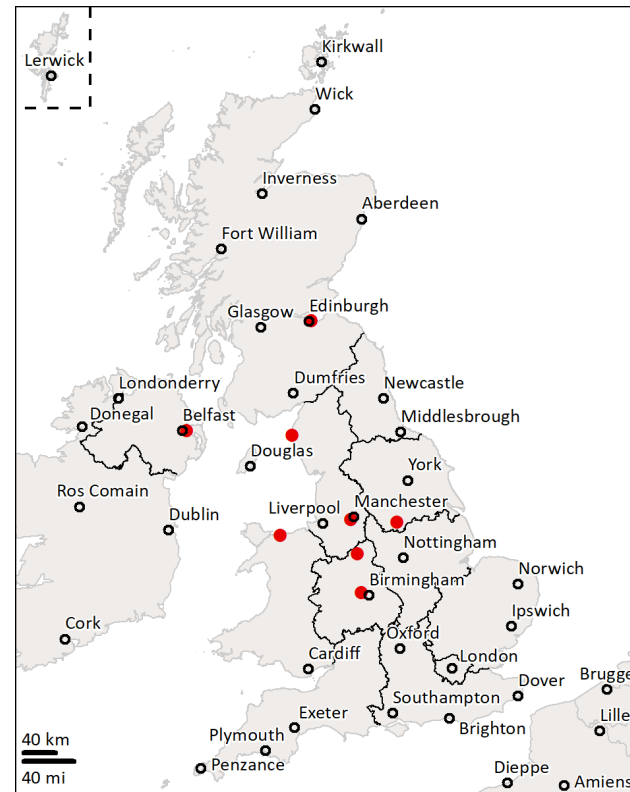
**Figure 2. User hotspots in the UK – Online directory, July 2020**



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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, July 2020**

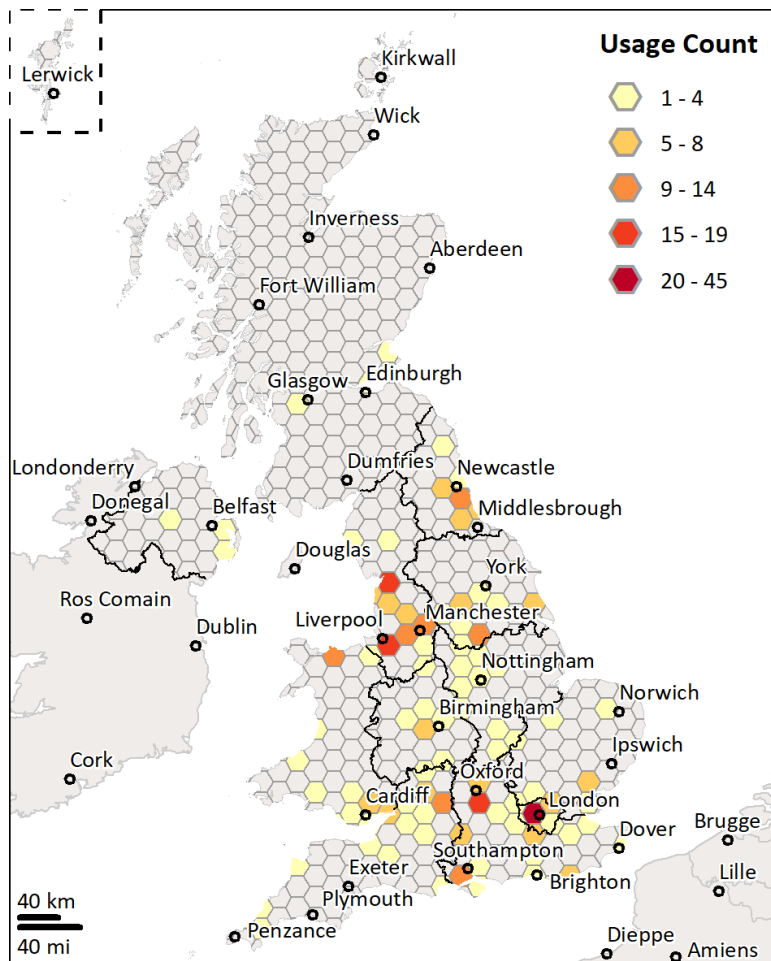


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*The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable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



**Figure 4. User locations in the UK – Online directory, July 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, July 2020**

**N = 429**

Region	Usage Count	Usage Percentage
North West	86	20.05%
South East	72	16.78%
London	53	12.35%
Wales	42	9.79%
South West	41	9.56%
North East	36	8.39%
Yorkshire and The Humber	32	7.46%
West Midlands	20	4.66%
East of England	20	4.66%
East Midlands	12	2.80%
Scotland	9	2.10%
Northern Ireland	6	1.40%

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

**N = 429**

Top 20 Local Authorities	Usage Count	Usage Percentage
South Oxfordshire	15	3.50%
Lancaster	15	3.50%
St. Helens	14	3.26%
County Durham	13	3.03%
Conwy	12	2.80%
Southampton	11	2.56%
Swindon	10	2.33%
Rotherham	10	2.33%
Salford	9	2.10%
Kensington and Chelsea	9	2.10%
Sunderland	9	2.10%
Oxford	9	2.10%
Hammersmith and Fulham	8	1.86%
City of London	8	1.86%
Wyre	8	1.86%
Trafford	7	1.63%
Dudley	7	1.63%
Stroud	7	1.63%
Fylde	7	1.63%
Torfaen	7	1.63%

## Usage of the Veterans' Gateway mobile directory of services

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

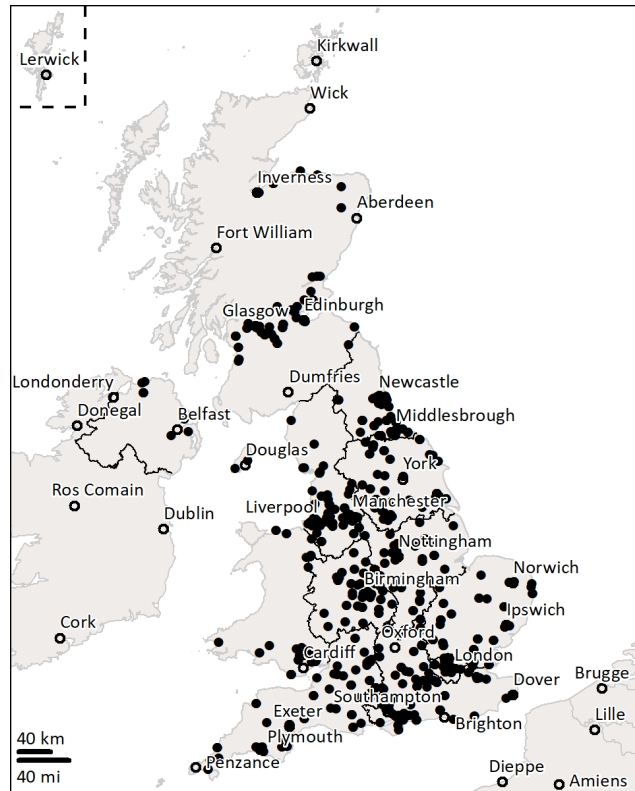
Search Criteria	Search Count	Search Percentage
Employment	352	32.71%
Finances	145	13.48%
Mental Wellbeing	142	13.20%
Housing	127	11.80%
Physical Health	115	10.69%
COVID-19 Local Support	95	8.83%
Family and Communities	34	3.16%
National Charities/Organisations	29	2.70%
Legal Support and Advocacy	25	2.32%
Specific search for an organisation	12	1.12%
<b>Total</b>	<b>1,076</b>	<b>100%</b>

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	199	18.49%
Employment - Education and Training	81	7.53%
Mental Wellbeing - Accessing Support	46	4.28%
Housing - Housing Advice and Support	43	4.00%
Finances - Grants	41	3.81%
Finances - Pensions and Compensation	38	3.53%
Finances - Benefits	36	3.35%
Employment - Volunteering	31	2.88%
Housing - Homelessness	31	2.88%
Mental Wellbeing - Support Groups and Emotional Support	22	2.04%
Physical Health - Sports	21	1.95%
Mental Wellbeing - Drug and Alcohol Services	20	1.86%
Housing - Retirement	20	1.86%
Employment - Self Employment	19	1.77%
Physical Health - Home and Mobility Aids	19	1.77%
Legal Support and Advocacy - Legal Advice	18	1.67%
Physical Health - Healthcare Services	18	1.67%
Mental Wellbeing - GPs	18	1.67%
Physical Health - Rehabilitation and Recovery	16	1.49%
Finances - Money and Debt Advice	16	1.49%
COVID-19 Local Support - East Midlands	16	1.49%
Physical Health - GPs	14	1.30%
Mental Wellbeing - Treatment	14	1.30%
Mental Wellbeing - Sports	14	1.30%
Physical Health - Support Groups and Emotional Support	14	1.30%
Finances - Financial Services	13	1.21%
COVID-19 Local Support - Yorkshire/ The Humber	13	1.21%
Employment - Transition	13	1.21%
Family and Communities - Support for Carers	13	1.21%
COVID-19 Local Support - North West	13	1.21%
null - null	12	1.12%

Search Criteria	Search Count	Search Percentage
COVID-19 Local Support - South East	11	1.02%
Housing - Nursing and Dementia Care	11	1.02%
Family and Communities - Support Groups and Emotional Support	10	0.93%
Employment - Support for Offenders	9	0.84%
Housing - Supported Living	9	0.84%
Family and Communities - Recreation	8	0.74%
COVID-19 Local Support - South West	8	0.74%
Mental Wellbeing - Bereavement	8	0.74%
COVID-19 Local Support - East of England	8	0.74%
Housing - Independent Living	7	0.65%
National Charities/Organisations - Help for Heroes	7	0.65%
COVID-19 Local Support - Northern Ireland	6	0.56%
National Charities/Organisations - SSAFA	6	0.56%
COVID-19 Local Support - North East	5	0.46%
COVID-19 Local Support - Scotland	5	0.46%
COVID-19 Local Support - West Midlands	5	0.46%
National Charities/Organisations - Royal British Legion	5	0.46%
Physical Health - Drug and Alcohol Services	4	0.37%
Physical Health - Nursing and Dementia Care	4	0.37%
Legal Support and Advocacy - Legal Aid	4	0.37%
COVID-19 Local Support - Wales	3	0.28%
Legal Support and Advocacy - Legal Advocacy	3	0.28%
Housing - Eviction and Repossession	3	0.28%
National Charities/Organisations - ASDIC Drop In Centres	3	0.28%
National Charities/Organisations - Combat Stress	3	0.28%
Housing - Respite Care (Day Care and Respite)	3	0.28%
Physical Health - Limb Loss	2	0.19%
Family and Communities - Bereavement	2	0.19%
COVID-19 Local Support - London	2	0.19%
Physical Health - End of Life Care	2	0.19%
National Charities/Organisations - Blesma	2	0.19%
National Charities/Organisations - Shelter	1	0.09%
National Charities/Organisations - Citizen Advice Bureau	1	0.09%
Physical Health - Blind Veterans	1	0.09%
Finances - Support for the Gurkha Community	1	0.09%
Family and Communities - Drug and Alcohol Services	1	0.09%
National Charities/Organisations - Mind	1	0.09%
<b>Total</b>	<b>1,076</b>	<b>100%</b>

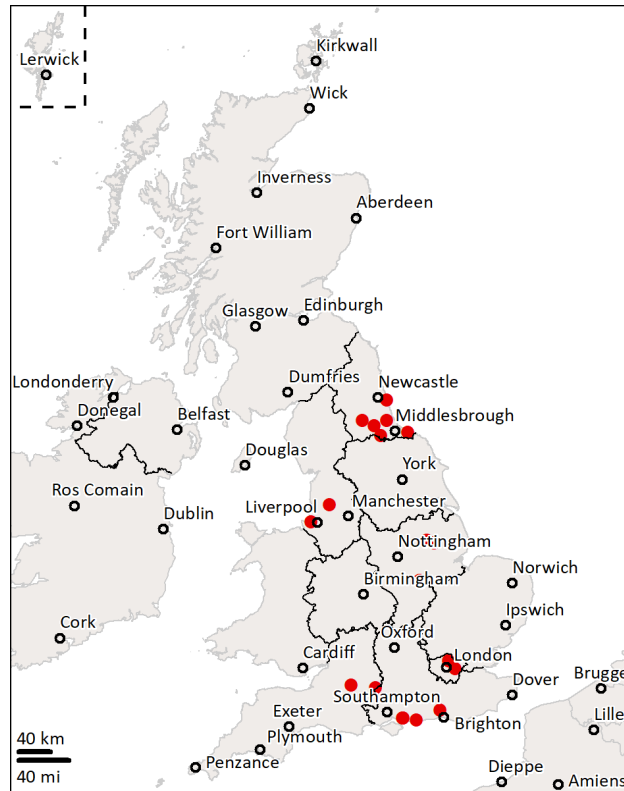
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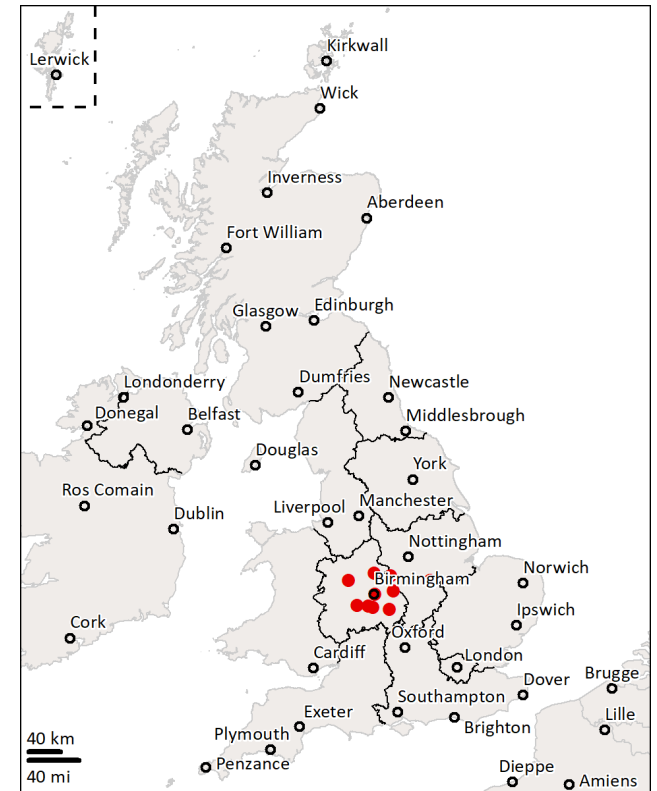
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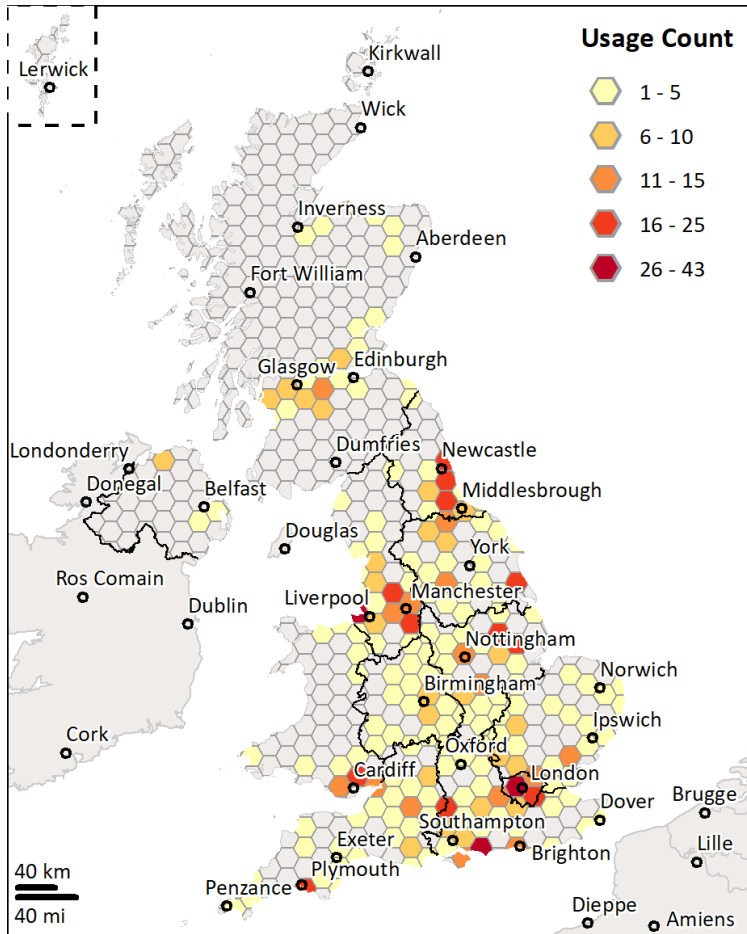
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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable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

**Figure 8. User locations in the UK – Mobile directory, July 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, July 2020**

N = 1,076

Region	Usage Count	Usage Percentage
South East	165	15.33%
North West	143	13.29%
North East	118	10.97%
South West	117	10.87%
East Midlands	103	9.57%
Scotland	87	8.09%
Yorkshire and The Humber	82	7.62%
East of England	74	6.88%
London	61	5.67%
West Midlands	60	5.58%
Wales	54	5.02%
Northern Ireland	12	1.12%

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

N = 1,076

Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	40	3.72%
Wirral	36	3.35%
County Durham	32	2.97%
Portsmouth	26	2.42%
North Kesteven	23	2.14%
Chichester	19	1.77%
South Lanarkshire	17	1.58%
Lincoln	16	1.49%
Chorley	15	1.39%
North Tyneside	14	1.30%
Kingston upon Hull, City of	14	1.30%
Darlington	14	1.30%
Newport	13	1.21%
Redcar and Cleveland	13	1.21%
Plymouth	13	1.21%
Greenwich	13	1.21%
Cornwall	12	1.12%
South Tyneside	12	1.12%
Rutland	12	1.12%
Haringey	12	1.12%