

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

**June 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 June 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 – June 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> July 2020, the directory of services included **16,509** markers, each representing a service available to veterans or service families.

During June 2020, the directory attracted **1,897** individual searches for services.

- A total of **3** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **1,183** cases were from the mobile version of the directory.
- A total of **426** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **285** cases had no referrer recorded.
- Among **426** cases that had the online directory of services as the referrer, a total of **7** cases had users located outside of the UK, and a total of **419** cases had users located within the UK.
- Among **1,183** cases that had the mobile directory of services as the referrer, a total of **104** cases had users located outside of the UK or with a null location, and a total of **1,079** cases had users located within the UK.

## Key Findings – Online directory, June 2020 (N= 419)

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

- 'Mental Wellbeing', followed by 'Employment' and 'COVID-19 Local Support' were the primary general online search criteria for online users located in the UK during June 2020.

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

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

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

- The North West followed by the South East and Yorkshire and The Humber were the regions with the highest online usage during June 2020.

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

- Manchester followed by Tameside and City of London were the local authorities with the highest online usage.

## **Key Findings – Mobile directory, June 2020 (N= 1,079)**

Table 5 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during June 2020. This table combines all mobile searches made into general categories of search criteria.

- 'Employment', followed by 'Finances' and 'Housing' were the primary general mobile search criteria for users located in the UK during June 2020.

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

- 'Employment - Job Seeking', followed by 'Housing - Housing Advice and Support' and 'Employment - Education and Training' were the primary mobile search criteria.

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

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

- South East followed by South West and East of England were the regions with the highest mobile usage during June 2020.

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

- Wiltshire followed by Stoke-on-Trent and Gosport 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, June 2020**

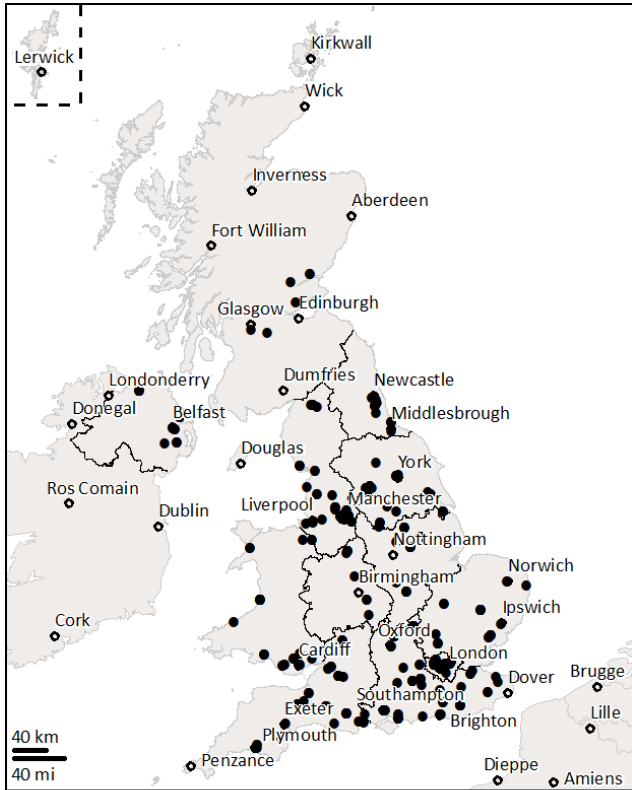
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	113	26.97%
Employment	73	17.42%
COVID-19 Local Support	53	12.65%
Specific search for an organisation	53	12.65%
Family and Communities	35	8.35%
Housing	32	7.64%
Finances	22	5.25%
Physical Health	20	4.77%
National Charities/Organisations	16	3.82%
Legal Support and Advocacy	2	0.48%
<b>Total</b>	<b>419</b>	<b>100%</b>

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

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	62	14.80%
Specific search for an organisation	53	12.65%
Employment - Education and Training	41	9.79%
Mental Wellbeing - Support Groups and Emotional Support	25	5.97%
Employment - Job Seeking	22	5.25%
Family and Communities - Support Groups and Emotional Support	20	4.77%
Housing - Homelessness	17	4.06%
COVID-19 Local Support - South West	11	2.63%
COVID-19 Local Support - South East	8	1.91%
Mental Wellbeing - Treatment	8	1.91%
COVID-19 Local Support - North East	8	1.91%
Finances - Grants	8	1.91%
Mental Wellbeing - Drug and Alcohol Services	7	1.67%
Mental Wellbeing - Bereavement	7	1.67%
COVID-19 Local Support - Wales	6	1.43%
Physical Health - Nursing and Dementia Care	5	1.19%
Housing - Supported Living	5	1.19%
COVID-19 Local Support - North West	4	0.95%
Employment - Volunteering	4	0.95%
National Charities/Organisations - SSAFA	4	0.95%
Physical Health - Rehabilitation and Recovery	4	0.95%
COVID-19 Local Support - Scotland	4	0.95%
Family and Communities - Support for Carers	4	0.95%
National Charities/Organisations - ASDIC Drop In Centres	4	0.95%
COVID-19 Local Support - West Midlands	4	0.95%
Physical Health - Drug and Alcohol Services	4	0.95%
Finances - Benefits	4	0.95%
COVID-19 Local Support - East Midlands	4	0.95%
Employment - Transition	4	0.95%
Finances - Financial Services	3	0.72%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
<b>Family and Communities - Bereavement</b>	3	0.72%
<b>Physical Health - End of Life Care</b>	3	0.72%
<b>Mental Wellbeing - GPs</b>	3	0.72%
<b>National Charities/Organisations - Mind</b>	3	0.72%
<b>Family and Communities - Support for the Gurkha Community</b>	3	0.72%
<b>Finances - Money and Debt Advice</b>	3	0.72%
<b>Housing - Housing Advice and Support</b>	3	0.72%
<b>Finances - Pensions and Compensation</b>	3	0.72%
<b>Family and Communities - Drug and Alcohol Services</b>	3	0.72%
<b>National Charities/Organisations - Help for Heroes</b>	3	0.72%
<b>Housing - Independent Living</b>	3	0.72%
<b>COVID-19 Local Support - Northern Ireland</b>	2	0.48%
<b>Employment - Self Employment</b>	2	0.48%
<b>Physical Health - Support Groups and Emotional Support</b>	2	0.48%
<b>Family and Communities - Recreation</b>	2	0.48%
<b>Legal Support and Advocacy - Legal Advice</b>	2	0.48%
<b>Housing - Eviction and Repossession</b>	2	0.48%
<b>Housing - Retirement</b>	1	0.24%
<b>National Charities/Organisations - Royal British Legion</b>	1	0.24%
<b>COVID-19 Local Support - Yorkshire/ The Humber</b>	1	0.24%
<b>Mental Wellbeing - Sports</b>	1	0.24%
<b>National Charities/Organisations - Citizen Advice Bureau</b>	1	0.24%
<b>Finances - Support for the Gurkha Community</b>	1	0.24%
<b>Physical Health - Sports</b>	1	0.24%
<b>COVID-19 Local Support - East of England</b>	1	0.24%
<b>Housing - Nursing and Dementia Care</b>	1	0.24%
<b>Physical Health - Healthcare Services</b>	1	0.24%
<b>Total</b>	<b>419</b>	<b>100%</b>

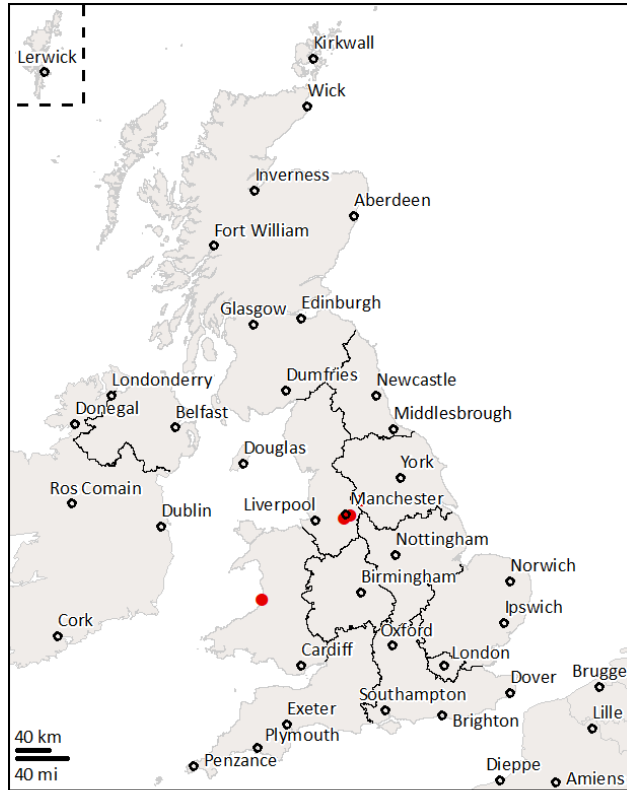
**Figure 1. User locations in the UK – Online directory, June 2020**



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

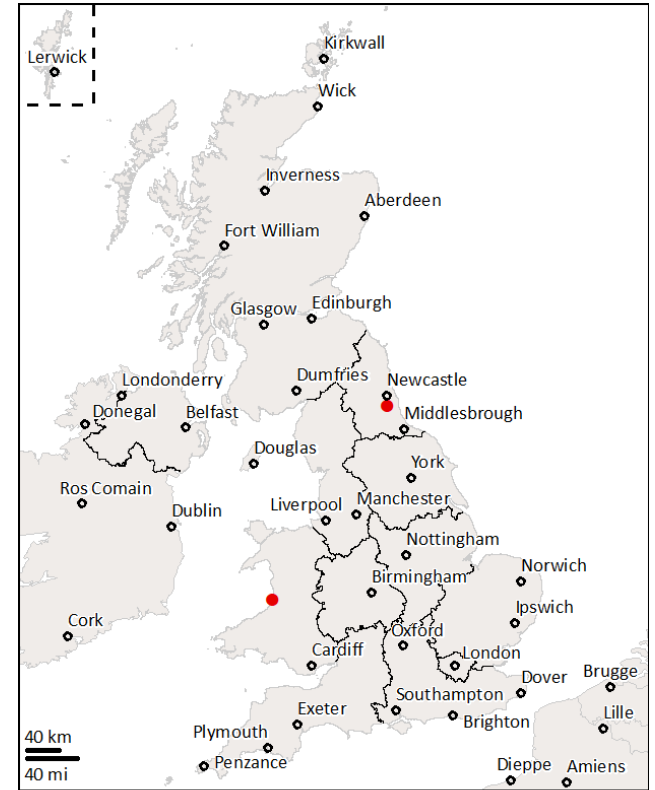
**Figure 2. User hotspots in the UK – Online directory, June 2020**



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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, June 2020**

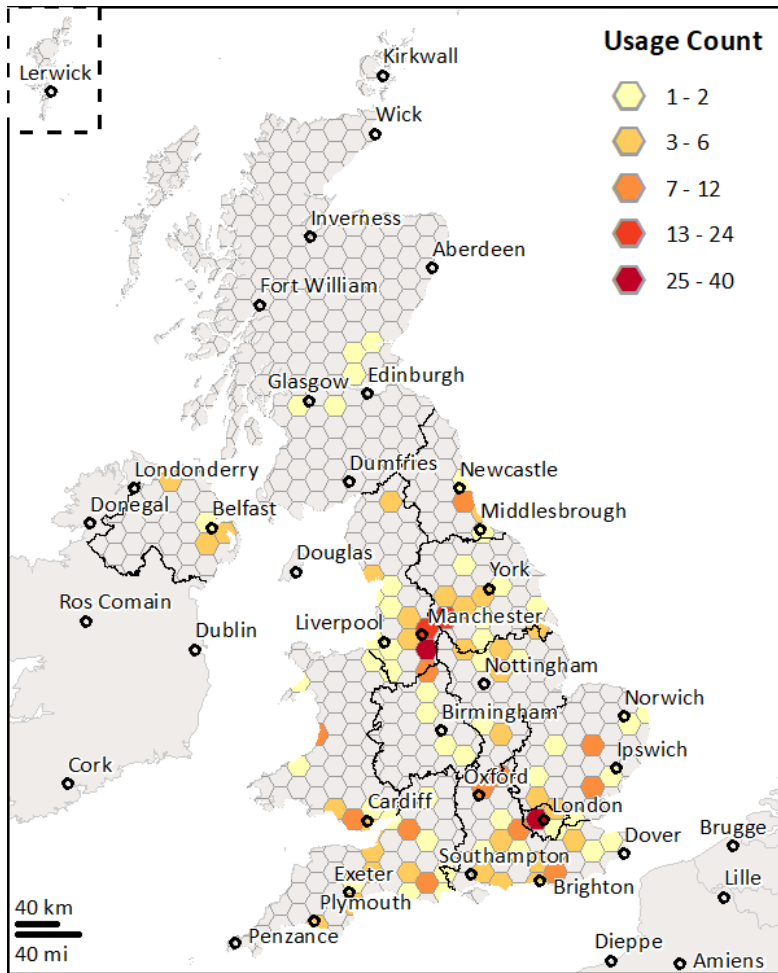


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The figure above shows postcode districts that can be considered outliers, because they have a high number of online directory users and are surrounded by postcode districts with a low number of online directory users. This pattern is not attributable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



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

**N = 419**

Region	Usage Count	Usage Percentage
North West	89	21.24%
South East	62	14.80%
Yorkshire and The Humber	49	11.69%
South West	44	10.50%
London	41	9.79%
Wales	34	8.11%
East of England	26	6.21%
North East	18	4.30%
Northern Ireland	18	4.30%
East Midlands	17	4.06%
West Midlands	14	3.34%
Scotland	7	1.67%

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

**N = 419**

Top 20 Local Authorities	Usage Count	Usage Percentage
Manchester	39	9.31%
Tameside	21	5.01%
City of London	15	3.58%
Ceredigion	13	3.10%
Calderdale	12	2.86%
Stoke-on-Trent	10	2.39%
Bradford	10	2.39%
Portsmouth	8	1.91%
North Dorset	8	1.91%
Milton Keynes	8	1.91%
County Durham	8	1.91%
St Edmundsbury	7	1.67%
Colchester	7	1.67%
Wealden	7	1.67%
York	7	1.67%
Brent	6	1.43%
Bolton	6	1.43%
Newark and Sherwood	6	1.43%
Causeway Coast and Glens	6	1.43%
South Somerset	6	1.43%

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

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

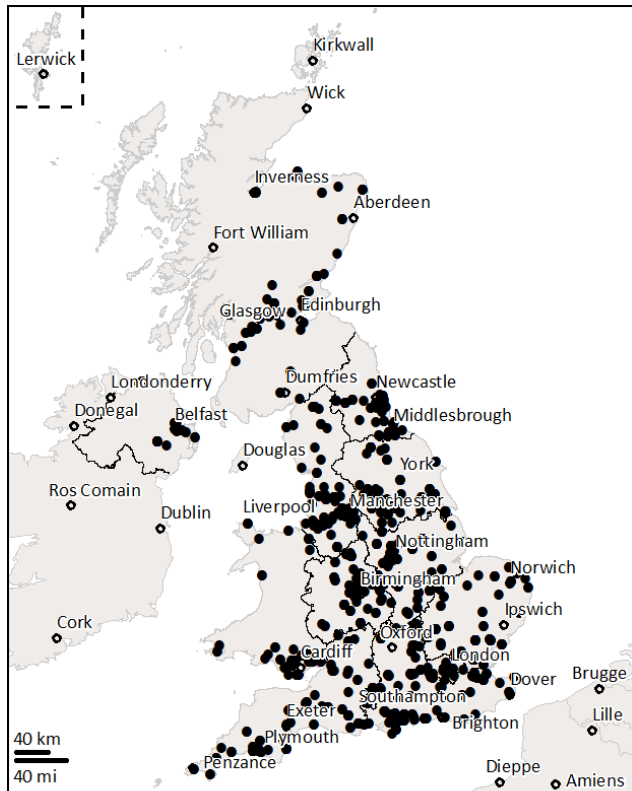
Search Criteria	Search Count	Search Percentage
Employment	291	26.97%
Finances	176	16.31%
Housing	152	14.09%
Mental Wellbeing	117	10.84%
Physical Health	116	10.75%
COVID-19 Local Support	96	8.90%
Family and Communities	55	5.10%
National Charities/Organisations	42	3.89%
Legal Support and Advocacy	19	1.76%
Specific search for an organisation	15	1.39%
<b>Total</b>	<b>1,079</b>	<b>100%</b>

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	172	15.94%
Housing - Housing Advice and Support	70	6.49%
Employment - Education and Training	65	6.02%
Finances - Pensions and Compensation	50	4.63%
Finances - Grants	47	4.36%
Finances - Benefits	39	3.61%
Mental Wellbeing - Accessing Support	37	3.43%
Housing - Homelessness	36	3.34%
Physical Health - GPs	28	2.59%
Employment - Volunteering	24	2.22%
Physical Health - Sports	24	2.22%
Finances - Money and Debt Advice	21	1.95%
Mental Wellbeing - Support Groups and Emotional Support	18	1.67%
Mental Wellbeing - Treatment	18	1.67%
Housing - Independent Living	18	1.67%
Family and Communities - Recreation	17	1.58%
Mental Wellbeing - Sports	15	1.39%
Specific search for an organisation	15	1.39%
Finances - Financial Services	15	1.39%
Physical Health - Support Groups and Emotional Support	15	1.39%
Housing - Supported Living	14	1.30%
National Charities/Organisations - SSAFA	13	1.20%
COVID-19 Local Support - Yorkshire/ The Humber	13	1.20%
Employment - Transition	12	1.11%
National Charities/Organisations - Royal British Legion	12	1.11%
Employment - Self Employment	12	1.11%
Legal Support and Advocacy - Legal Advice	12	1.11%
COVID-19 Local Support - South East	11	1.02%
Mental Wellbeing - GPs	11	1.02%
Physical Health - Healthcare Services	10	0.93%
COVID-19 Local Support - South West	10	0.93%

Search Criteria	Search Count	Search Percentage
COVID-19 Local Support - West Midlands	10	0.93%
COVID-19 Local Support - Wales	10	0.93%
COVID-19 Local Support - East of England	9	0.83%
Physical Health - Rehabilitation and Recovery	9	0.83%
Physical Health - Drug and Alcohol Services	9	0.83%
Family and Communities - Support Groups and Emotional Support	9	0.83%
Physical Health - Home and Mobility Aids	9	0.83%
Mental Wellbeing - Drug and Alcohol Services	9	0.83%
Family and Communities - GPs	9	0.83%
Mental Wellbeing - Bereavement	9	0.83%
Family and Communities - Support for Carers	8	0.74%
COVID-19 Local Support - North West	8	0.74%
Housing - Eviction and Repossession	7	0.65%
COVID-19 Local Support - Scotland	7	0.65%
COVID-19 Local Support - East Midlands	6	0.56%
National Charities/Organisations - Combat Stress	6	0.56%
Family and Communities - Bereavement	6	0.56%
Employment - Support for Offenders	6	0.56%
COVID-19 Local Support - North East	5	0.46%
Physical Health - Nursing and Dementia Care	5	0.46%
Physical Health - End of Life Care	5	0.46%
Legal Support and Advocacy - Legal Aid	5	0.46%
National Charities/Organisations - ASDIC Drop In Centres	4	0.37%
COVID-19 Local Support - Northern Ireland	4	0.37%
Finances - Support for the Gurkha Community	4	0.37%
Housing - Nursing and Dementia Care	4	0.37%
COVID-19 Local Support - London	3	0.28%
National Charities/Organisations - Citizen Advice Bureau	3	0.28%
Family and Communities - Support for the Gurkha Community	3	0.28%
Family and Communities - Drug and Alcohol Services	3	0.28%
Housing - Respite Care (Day Care and Respite)	2	0.19%
Legal Support and Advocacy - Legal Advocacy	2	0.19%
National Charities/Organisations - Legion Scotland	1	0.09%
Housing - Retirement	1	0.09%
National Charities/Organisations - Mind	1	0.09%
Physical Health - Blind Veterans	1	0.09%
National Charities/Organisations - Shelter	1	0.09%
National Charities/Organisations - Help for Heroes	1	0.09%
Physical Health - Limb Loss	1	0.09%
<b>Total</b>	<b>1,079</b>	<b>100%</b>

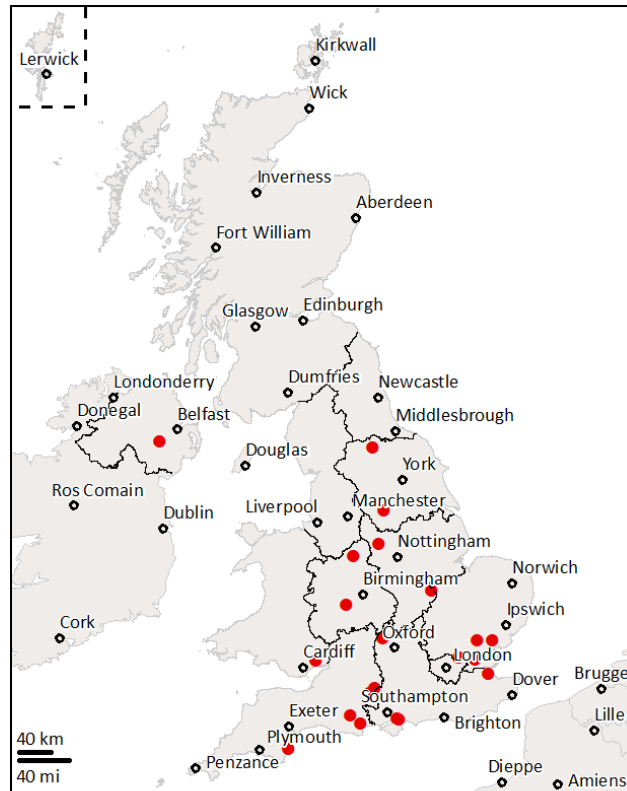
**Figure 5. User locations in the UK – Mobile directory, June 2020**



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The figure above shows the location of all the postcode districts with mobile users during June 2020.

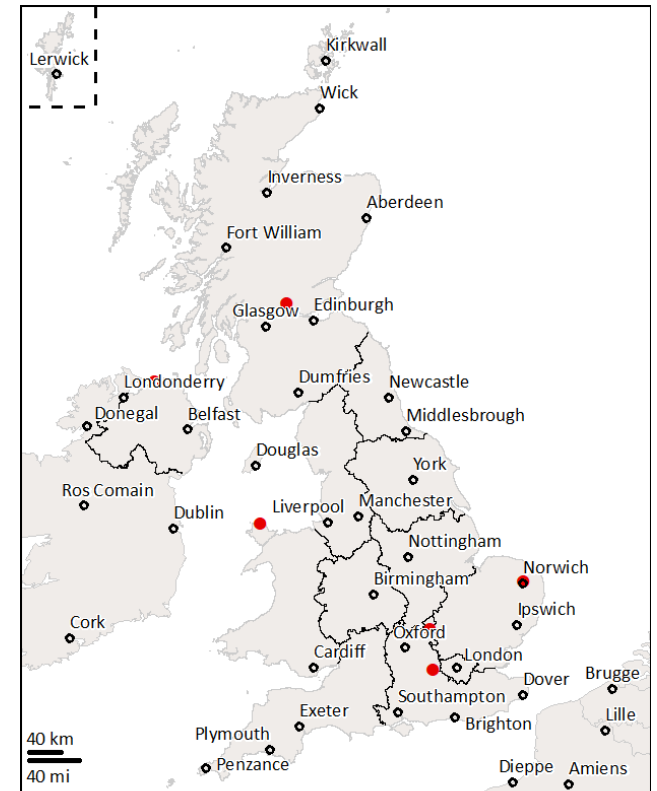
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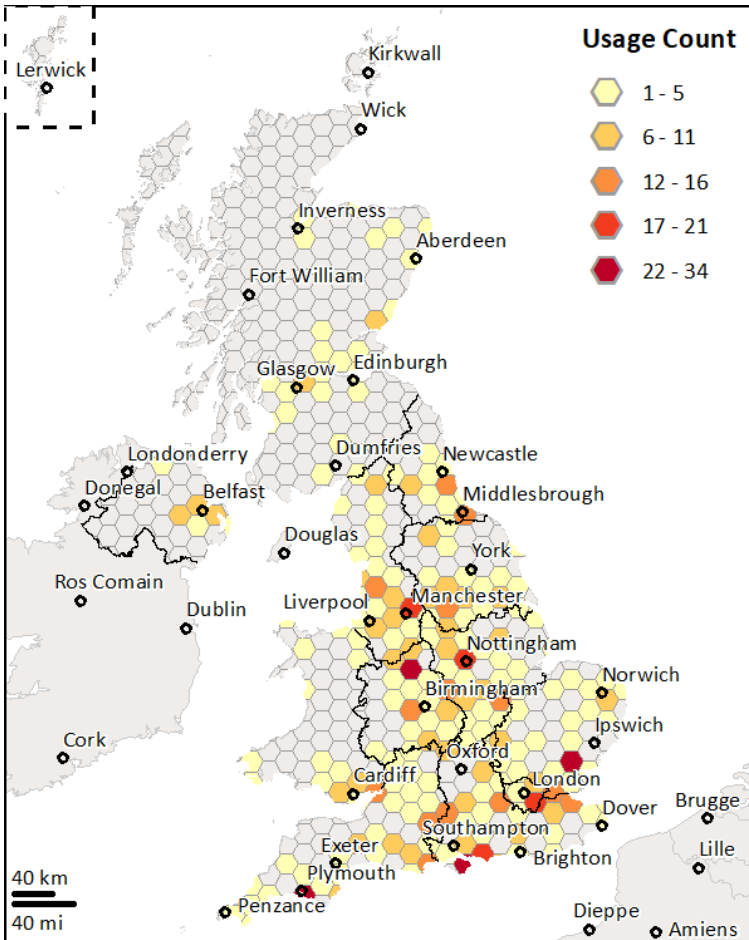
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**Figure 8. User locations in the UK – Mobile directory, June 2020**



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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, June 2020**

**N = 1,079**

Region	Usage Count	Usage Percentage
South East	184	17.05%
South West	143	13.25%
East of England	112	10.38%
North West	110	10.19%
West Midlands	95	8.80%
East Midlands	95	8.80%
Yorkshire and The Humber	91	8.43%
Scotland	69	6.39%
Wales	63	5.84%
North East	58	5.38%
London	31	2.87%
Northern Ireland	28	2.59%

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

**N = 1,079**

Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	30	2.78%
Stoke-on-Trent	25	2.32%
Gosport	25	2.32%
Plymouth	20	1.85%
Cornwall	19	1.76%
Braintree	18	1.67%
Northumberland	16	1.48%
Newport	14	1.30%
Barnsley	14	1.30%
Epping Forest	13	1.20%
Swale	13	1.20%
Medway	13	1.20%
North Dorset	12	1.11%
Milton Keynes	12	1.11%
Basildon	11	1.02%
Colchester	11	1.02%
Stockton-on-Tees	10	0.93%
Richmondshire	10	0.93%
Bury	10	0.93%
Armagh City, Banbridge and Craigavon	10	0.93%