

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

01/03/2019 - 31/03/2019

Research funded by the Armed Forces Covenant Fund
Trust within the Map of Need project

**ARMED FORCES
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**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% 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 March 31th 2019, the directory of services included **14,604** markers, each representing a service available to veterans or service families.

From March 01st to March 31th 2019, the directory attracted **1,187** individual searches for services.

- A total of **22** cases in which no postcodes were recorded were excluded from this analysis.
- A total of **145** cases with postcodes outside of the UK were excluded from this analysis.
- A total of **1,020** 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 March 01st to March 31th 2019. This table combines all searches made from March 01st to March 31th 2019 into general categories of search criteria.

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

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

- 'Specific Marker Searches', followed by 'Employment - Job Seeking', followed by 'Housing - Eviction and Repossession' were the primary search criteria for users from March 01st to March 31th 2019. A specific marker search happens when a user searches for a given charity/organization using the global search function.

Figures 1 to 3 illustrate the spatial distribution of all users across the UK from March 01st to March 31th 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 March 01st to March 31th 2019.

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

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

- Westminster, followed by Newcastle upon Tyne, followed by Tower Hamlets were the local authority areas with the highest usage from March 01st to March 31th 2019.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK from March 2019.

Table 1. An overview of general search criteria from March 01-31, 2019

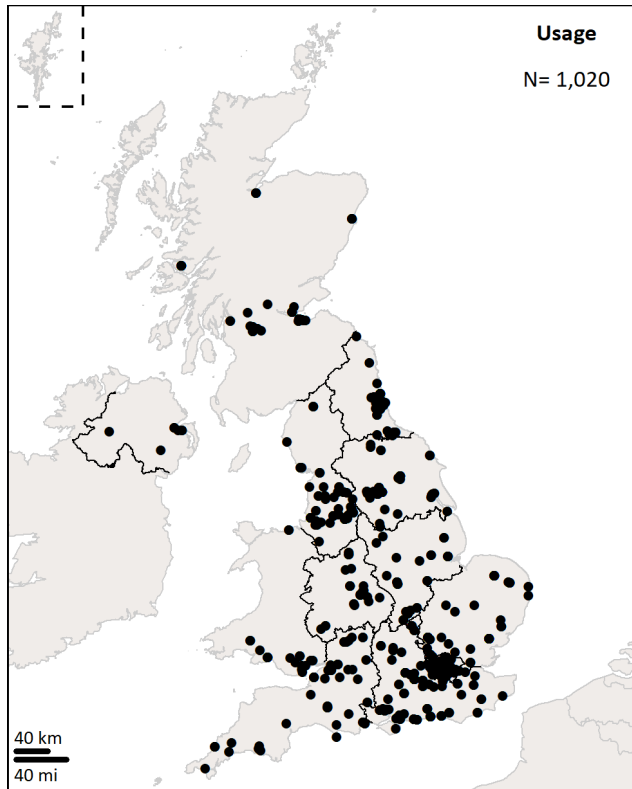
Search Criteria	Search Count	Search Percentage
Housing	212	20.78%
Employment	168	16.47%
Mental Wellbeing	144	14.12%
Family and Communities	114	11.18%
Specific Marker Searches	109	10.69%
Finances	106	10.39%
Local Government Support	67	6.57%
National Charities/Organisations	39	3.82%
Physical Health	39	3.82%
Legal Support and Advocacy	22	2.16%
Grand Total	1,020	100%

Table 2. A detailed breakdown of exact search criteria from March 01-31, 2019

Search Criteria	Search Count	Search Percentage
Specific Marker Searches	109	10.69%
Employment - Job Seeking	91	8.92%
Housing - Eviction and Repossession	75	7.35%
Housing - Homelessness	71	6.96%
Mental Wellbeing - Accessing Support	56	5.49%
Employment - Education and Training	51	5.00%
Housing - Housing Advice and Support	40	3.92%
Family and Communities - Support Groups and Emotional Support	35	3.43%
Family and Communities - Support for Carers	34	3.33%
Mental Wellbeing - Treatment	30	2.94%
Mental Wellbeing - Support Groups and Emotional Support	29	2.84%
Finances - Grants	28	2.75%
Finances - Benefits	23	2.25%
Finances - Pensions and Compensation	23	2.25%
Local Government Support - South East	23	2.25%
Mental Wellbeing - Drug and Alcohol Services	21	2.06%
Family and Communities - Recreation	20	1.96%
Finances - Money and Debt Advice	19	1.86%
Legal Support and Advocacy - Legal Advice	19	1.86%
Family and Communities - Bereavement	13	1.27%
Finances - Financial Services	13	1.27%
National Charities/Organisations - ASDIC Drop In Centres	13	1.27%
Physical Health - Healthcare Services	11	1.08%
Housing - Supported Living	9	0.88%
Employment - Transition	8	0.78%
Housing - Retirement	8	0.78%
National Charities/Organisations - SSAFA	8	0.78%
Family and Communities - Drug and Alcohol Services	7	0.69%
Local Government Support - London	7	0.69%
Local Government Support - North East	7	0.69%

Search Criteria	Search Count	Search Percentage
Local Government Support - South West	7	0.69%
National Charities/Organisations - Legion Scotland	7	0.69%
Physical Health - GPs	7	0.69%
Employment - Self Employment	6	0.59%
Employment - Support for Offenders	6	0.59%
Employment - Volunteering	6	0.59%
Local Government Support - East Midlands	6	0.59%
Mental Wellbeing - GPs	6	0.59%
Physical Health - Drug and Alcohol Services	6	0.59%
Local Government Support - North West	5	0.49%
Physical Health - Nursing and Dementia Care	5	0.49%
Physical Health - Rehabilitation and Recovery	5	0.49%
Housing - Independent Living	4	0.39%
Housing - Respite Care (Day Care and Respite)	4	0.39%
Local Government Support - Yorkshire/ The Humber	4	0.39%
Family and Communities - GPs	3	0.29%
Local Government Support - Scotland	3	0.29%
National Charities/Organisations - Combat Stress	3	0.29%
National Charities/Organisations - Mind	3	0.29%
Family and Communities - Support for the Gurkha Community	2	0.20%
Legal Support and Advocacy - Legal Advocacy	2	0.20%
Local Government Support - Wales	2	0.20%
Local Government Support - West Midlands	2	0.20%
Mental Wellbeing - Bereavement	2	0.20%
National Charities/Organisations - Royal British Legion	2	0.20%
National Charities/Organisations - Shelter	2	0.20%
Physical Health - Home and Mobility Aids	2	0.20%
Housing - Nursing and Dementia Care	1	0.10%
Legal Support and Advocacy - Legal Aid	1	0.10%
Local Government Support - East of England	1	0.10%
National Charities/Organisations - Blesma	1	0.10%
Physical Health - Blind Veterans	1	0.10%
Physical Health - Sports	1	0.10%
Physical Health - Support Groups and Emotional Support	1	0.10%
Grand Total	1,020	100%

Figure 1. User locations between 01/03/2019 - 31/03/2019



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

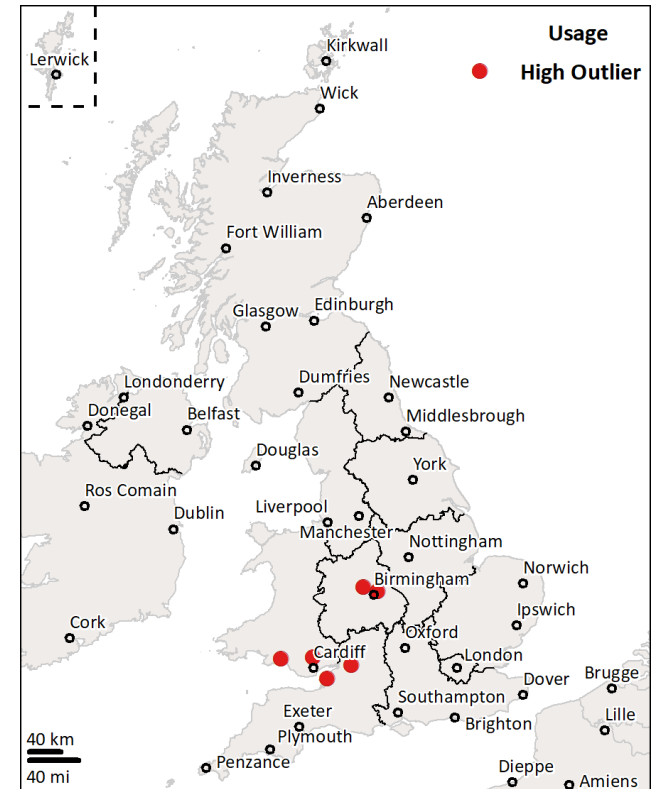
Figure 2. User hot spots between 01/03/2019 - 31/03/2019



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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, and are surrounded by other postcode sectors with a high number of directory users. This pattern is not attributable to random chance.

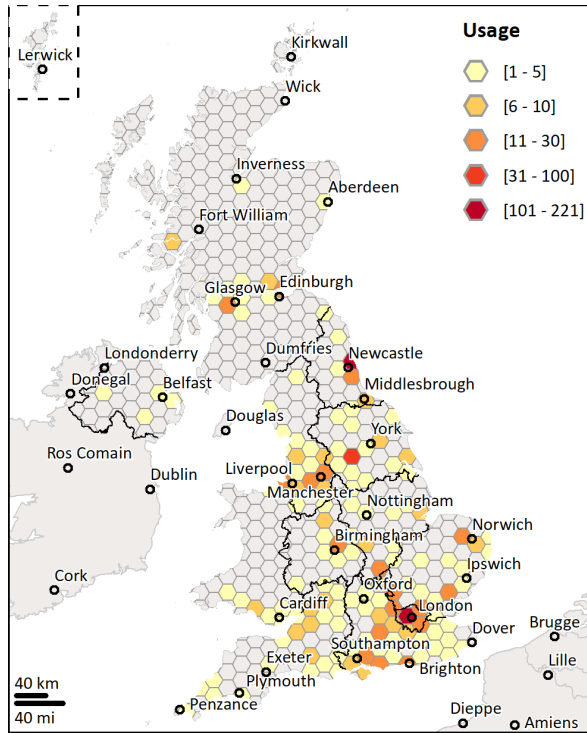
Figure 3. User outliers between 01/03/2019 - 31/03/2019



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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 between 01/03/2019 - 31/03/2019



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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. Regional usage between 01/03/2019 - 31/03/2019

N = 1,020

Region	Usage Count	Usage Percentage
London	259	25.39%
South East	160	15.69%
North East	128	12.55%
North West	92	9.02%
East of England	74	7.25%
Yorkshire and The Humber	70	6.86%
Scotland	66	6.47%
South West	60	5.88%
East Midlands	43	4.22%
West Midlands	33	3.24%
Wales	27	2.65%
Northern Ireland	8	0.78%

Table 4. Main local authorities for usage between 01/03/2019 - 31/03/2019

N = 1,020

Top 20 Local Authorities	Usage Count	Usage Percentage
Westminster	115	11.27%
Newcastle upon Tyne	86	8.43%
Tower Hamlets	52	5.10%
Leeds	31	3.04%
Edinburgh, City of	22	2.16%
Sefton	19	1.86%
Southampton	19	1.86%
Glasgow City	17	1.67%
North Tyneside	15	1.47%
Worthing	15	1.47%
Portsmouth	14	1.37%
Colchester	13	1.27%
Surrey Heath	13	1.27%
Birmingham	12	1.18%
Luton	12	1.18%
Breckland	11	1.08%
Highland	11	1.08%
Kingston upon Hull, City of	11	1.08%
Haringey	10	0.98%
Reading	10	0.98%

Table 5. A detailed breakdown of top search criteria by region from March 01-31, 2019

Region	Usage Count	Percentage of Regional Usage
London	259	
Housing - Eviction and Repossession	67	25.87%
Housing - Homelessness	28	10.81%
Family and Communities - Support for Carers	18	6.95%
South East	160	
Housing - Housing Advice and Support	21	13.13%
Local Government Support - South East	19	11.88%
Employment - Job Seeking	15	9.38%
North East	128	
Specific Marker Searches	62	48.44%
Employment - Education and Training	9	7.03%
Finances - Money and Debt Advice	6	4.69%
North West	92	
Employment - Job Seeking	27	29.35%
Housing - Homelessness	9	9.78%
Finances - Pensions and Compensation	8	8.70%
East of England	74	
Mental Wellbeing - Accessing Support	10	13.51%
Specific Marker Searches	9	12.16%
National Charities/Organisations - Legion Scotland	7	9.46%
Yorkshire and The Humber	70	
Mental Wellbeing - Accessing Support	7	10.00%
Employment - Job Seeking	5	7.14%
Housing - Housing Advice and Support	5	7.14%
Scotland	66	
Employment - Education and Training	8	12.12%
Employment - Job Seeking	8	12.12%
Specific Marker Searches	8	12.12%
South West	60	
Mental Wellbeing - Accessing Support	8	13.33%
Employment - Education and Training	6	10.00%
Housing - Housing Advice and Support	5	8.33%
Mental Wellbeing - Treatment	5	8.33%
East Midlands	43	
Employment - Job Seeking	6	13.95%
Family and Communities - Support Groups and Emotional Support	5	11.63%
Finances - Benefits	5	11.63%
West Midlands	33	
Family and Communities - Support Groups and Emotional Support	6	18.18%
Finances - Grants	3	9.09%
Finances - Pensions and Compensation	3	9.09%
National Charities/Organisations - ASDIC Drop In Centres	3	9.09%
Wales	27	
Employment - Job Seeking	6	22.22%

Employment - Education and Training	5	18.52%
Mental Wellbeing - Accessing Support	5	18.52%
Northern Ireland	8	
Employment - Transition	2	25.00%
Family and Communities - Bereavement	1	12.50%
Family and Communities - Recreation	1	12.50%
Finances - Benefits	1	12.50%
Finances - Financial Services	1	12.50%
Physical Health - Healthcare Services	1	12.50%
Physical Health - Sports	1	12.50%