

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

March 2020

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**ARMED FORCES
COVENANT**

FUND TRUST

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 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 April 2020.

Map of Need Covenant Officers

UK Wide COs	Coverage
The Royal British Legion	UK
Cobseo	UK
England COs	Coverage
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
Wales COs	Coverage
Welsh Government	Wales
Northern Ireland COs	Coverage
The Veterans Support Office	Northern Ireland
Scotland COs	Coverage
To be determined by Central Scottish Government	Scotland

Key Findings – March 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 1st April 2020, the directory of services included **15,377** markers, each representing a service available to veterans or service families.

During March 2020 the directory attracted **824** individual searches for services.

- A total of **170** 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 **99** cases were from the mobile version of the directory.
- A total of **491** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **64** cases had no referrer recorded.
- Because the mobile version of the directory is still being optimized, the analysis for March 2020 focus on usage from the online directory of services (N= 491).
 - Among **491** cases that had the online directory of services as the referrer, a total of **4** cases had users located outside of the UK, and a total of **487** 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 March 2020. This table combines all searches made into general categories of search criteria.

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

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

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

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

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

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

- City of Bristol followed by Greenwich and Newcastle upon Tyne were the local authorities with the highest usage.

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

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

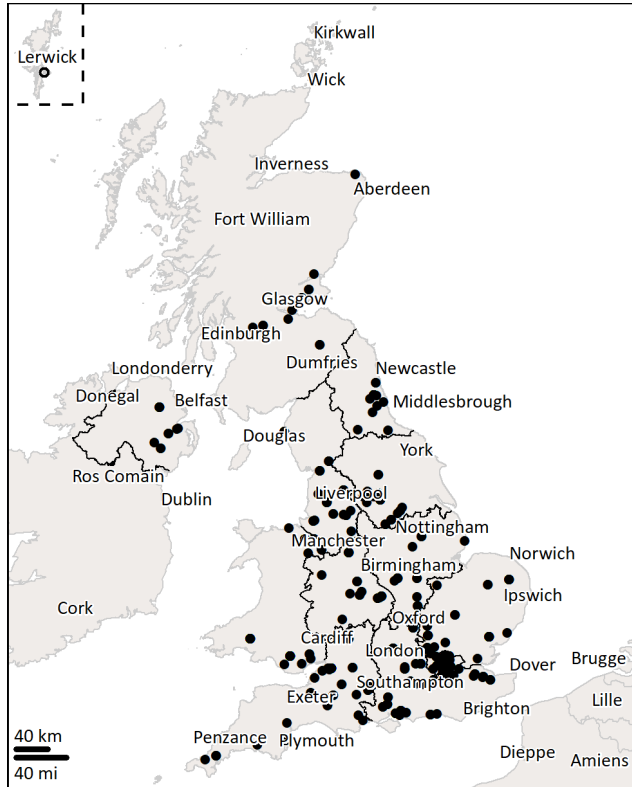
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	105	21.56%
Employment	73	14.99%
Family and Communities	73	14.99%
Specific search for an organisation	53	10.88%
Housing	50	10.27%
Finances	38	7.80%
Local Government Support	36	7.39%
National Charities/Organisations	26	5.34%
Physical Health	25	5.13%
Legal Support and Advocacy	8	1.64%
Total	487	100.00%

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

Search Criteria	Search Count	Search Percentage
Specific search for an organisation	53	10.88%
Mental Wellbeing - Accessing Support	52	10.68%
Employment - Job Seeking	34	6.98%
Family and Communities - Recreation	27	5.54%
Employment - Education and Training	24	4.93%
Mental Wellbeing - Support Groups and Emotional Support	22	4.52%
Family and Communities - Support Groups and Emotional Support	18	3.70%
Finances - Pensions and Compensation	16	3.29%
Housing - Housing Advice and Support	16	3.29%
Housing - Homelessness	15	3.08%
Mental Wellbeing - Treatment	14	2.87%
Local Government Support - Wales	12	2.46%
Family and Communities - Support for Carers	10	2.05%
Finances - Benefits	9	1.85%
Finances - Grants	9	1.85%
Housing - Independent Living	9	1.85%
Mental Wellbeing - GPs	9	1.85%
Employment - Self Employment	8	1.64%
Family and Communities - Bereavement	8	1.64%
National Charities/Organisations - Help for Heroes	8	1.64%
Family and Communities - GPs	7	1.44%
Legal Support and Advocacy - Legal Advice	7	1.44%
Mental Wellbeing - Drug and Alcohol Services	7	1.44%
Physical Health - GPs	7	1.44%
Employment - Volunteering	6	1.23%
Housing - Eviction and Repossession	6	1.23%
Local Government Support - East Midlands	5	1.03%
Local Government Support - South East	5	1.03%
Local Government Support - South West	5	1.03%
National Charities/Organisations - Royal British Legion	5	1.03%
National Charities/Organisations - SSAFA	5	1.03%

Search Criteria	Search Count	Search Percentage
Physical Health - Nursing and Dementia Care	5	1.03%
Local Government Support - East of England	4	0.82%
Physical Health - Drug and Alcohol Services	4	0.82%
Physical Health - Support Groups and Emotional Support	4	0.82%
Family and Communities - Drug and Alcohol Services	3	0.62%
Finances - Money and Debt Advice	3	0.62%
National Charities/Organisations - ASDIC Drop In Centres	3	0.62%
Housing - Retirement	2	0.41%
Housing - Supported Living	2	0.41%
Local Government Support - Yorkshire/ The Humber	2	0.41%
National Charities/Organisations - Citizen Advice Bureau	2	0.41%
Physical Health - Rehabilitation and Recovery	2	0.41%
Employment - Transition	1	0.21%
Finances - Financial Services	1	0.21%
Legal Support and Advocacy - Legal Aid	1	0.21%
Local Government Support - London	1	0.21%
Local Government Support - North West	1	0.21%
Local Government Support - Scotland	1	0.21%
Mental Wellbeing - Sports	1	0.21%
National Charities/Organisations - Blesma	1	0.21%
National Charities/Organisations - Legion Scotland	1	0.21%
National Charities/Organisations - Mind	1	0.21%
Physical Health - Healthcare Services	1	0.21%
Physical Health - Home and Mobility Aids	1	0.21%
Physical Health - Limb Loss	1	0.21%
Total	487	100%

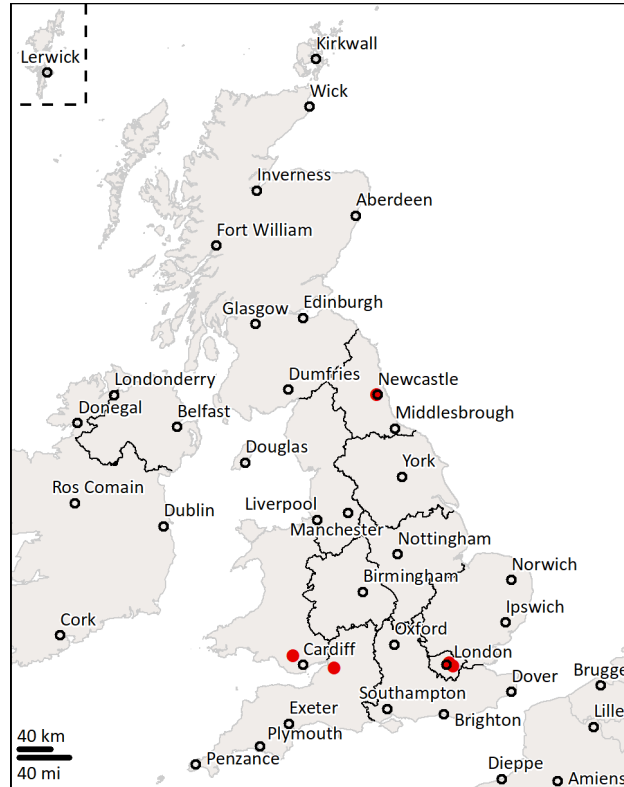
Figure 1. User locations in the UK (01/03/2020 - 31/03/2020)



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

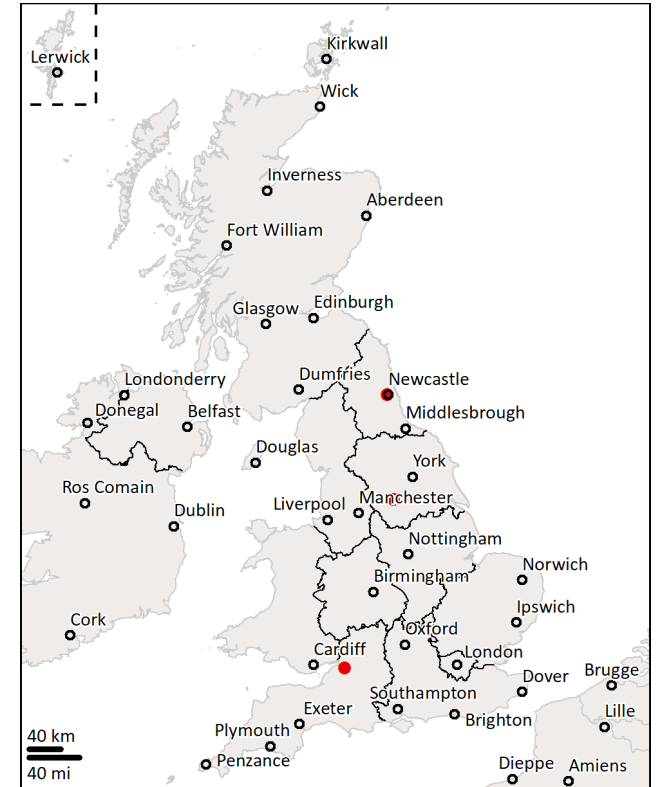
Figure 2. User hotspots in the UK (01/03/2020 - 31/03/2020)



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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 (01/03/2020 - 31/03/2020)



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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 (01/03/2020 - 31/03/2020)

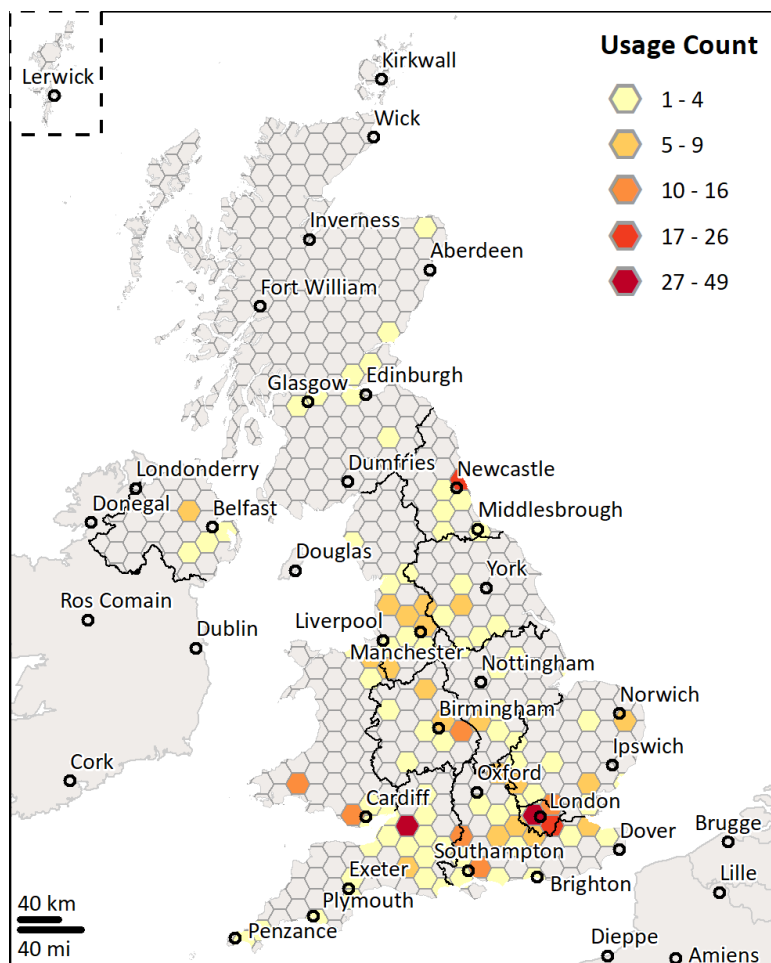


Table 3. UK regional usage between 01/03/2020 - 31/03/2020

N = 487

Region	Usage Count	Usage Percentage
London	93	19.10%
South West	86	17.66%
South East	69	14.17%
Wales	45	9.24%
North West	39	8.01%
East of England	35	7.19%
West Midlands	29	5.95%
North East	26	5.34%
Yorkshire and The Humber	23	4.72%
East Midlands	17	3.49%
Scotland	13	2.67%
Northern Ireland	12	2.46%

Table 4. Main local authorities for usage (01/03/2020 - 31/03/2020)

N = 487

Top 20 Local Authorities	Usage Count	Usage Percentage
Bristol, City of	41	8.42%
Greenwich	23	4.72%
Newcastle upon Tyne	18	3.70%
Wiltshire	17	3.49%
City of London	15	3.08%
Flintshire	14	2.87%
Rhondda Cynon Taf	14	2.87%
Tower Hamlets	14	2.87%
Coventry	11	2.26%
Carmarthenshire	10	2.05%
South Somerset	10	2.05%
Waltham Forest	9	1.85%
Colchester	8	1.64%
Luton	8	1.64%
Slough	7	1.44%
Stoke-on-Trent	7	1.44%
Fareham	6	1.23%
Fylde	6	1.23%
Hounslow	6	1.23%
Leicester	6	1.23%

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

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
East Midlands	Mental Wellbeing - Drug and Alcohol Services	5	29.41%
	National Charities/Organisations - SSAFA	3	17.65%
	Family and Communities - Bereavement	2	11.76%
East of England	Specific search for an organisation	7	20.00%
	Family and Communities - Recreation	5	14.29%
	Finances - Pensions and Compensation	4	11.43%
London	Employment - Job Seeking	16	17.20%
	Family and Communities - Recreation	13	13.98%
	Housing - Housing Advice and Support	12	12.90%
North East	Mental Wellbeing - Accessing Support	11	42.31%
	Employment - Job Seeking	3	11.54%
	Finances - Pensions and Compensation	2	7.69%
North West	Physical Health - GPs	6	15.38%
	Housing - Homelessness	4	10.26%
	Family and Communities - Support for Carers	4	10.26%
Northern Ireland	Employment - Job Seeking	4	33.33%
	Specific search for an organisation	3	25.00%
	National Charities/Organisations - Royal British Legion	1	8.33%
Scotland	Mental Wellbeing - Accessing Support	4	30.77%
	National Charities/Organisations - Help for Heroes	3	23.08%
	Employment - Education and Training	2	15.38%
South East	Specific search for an organisation	13	18.84%
	Mental Wellbeing - Accessing Support	7	10.14%
	Family and Communities - Recreation	7	10.14%
South West	Housing - Homelessness	8	9.30%
	Specific search for an organisation	7	8.14%
	Family and Communities - Support Groups and Emotional Support	7	8.14%
Wales	Local Government Support - Wales	12	26.67%
	Specific search for an organisation	10	22.22%
	Mental Wellbeing - Treatment	8	17.78%
West Midlands	Mental Wellbeing - Accessing Support	10	34.48%
	Specific search for an organisation	6	20.69%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
	Employment - Volunteering	3	10.34%
Yorkshire and The Humber	Finances - Pensions and Compensation	6	26.09%
	Housing - Independent Living	3	13.04%
	Mental Wellbeing - Support Groups and Emotional Support	2	8.70%