

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

May 2020

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

**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 of June 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 – May 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 1st June 2020, the directory of services included **16,412** markers, each representing a service available to veterans or service families.

During May 2020, the directory attracted **6,675** individual searches for services.

- A total of **21** 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 **21** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **5,389** cases were from the mobile version of the directory.
- A total of **548** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **696** cases had no referrer recorded.
- Among **548** cases that had the online directory of services as the referrer, a total of **2** cases had users located outside of the UK, and a total of **546** cases had users located within the UK.
- Among **5,389** cases that had the mobile directory of services as the referrer, a total of **242** cases had users located outside of the UK, and a total of **5,147** cases had users located within the UK.

Key Findings – Online directory, May 2020 (N= 546)

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

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

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

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

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

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

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

- Doncaster followed by Bradford and Salford were the local authorities with the highest online usage.

Key Findings – Mobile directory, May 2020 (N= 5,147)

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

- 'Employment', followed by 'COVID-19 Local Support' and 'Finances' were the primary general mobile search criteria for users located in the UK during May 2020.

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

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

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

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

- Wiltshire followed by Cornwall 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, May 2020

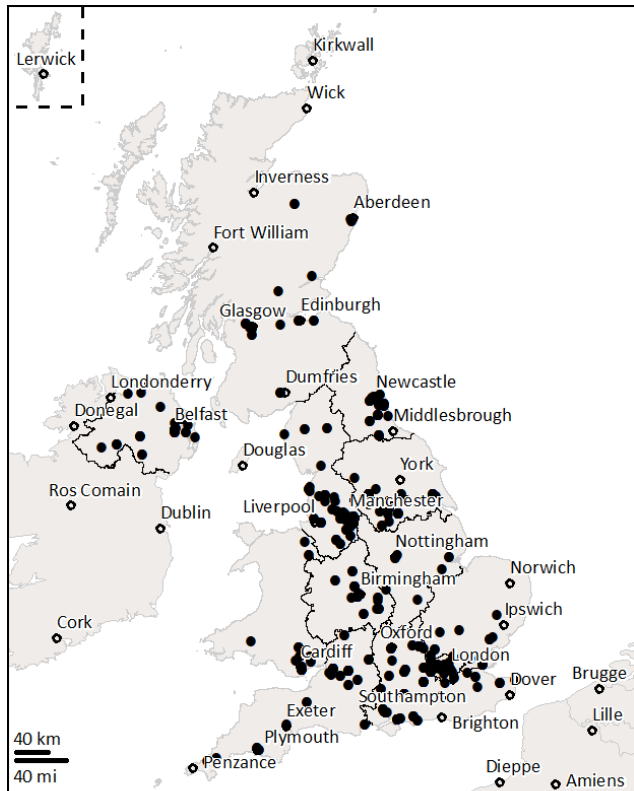
| Search Criteria | Search Count | Search Percentage |
|-------------------------------------|--------------|-------------------|
| Employment | 94 | 17.22% |
| Housing | 93 | 17.03% |
| Mental Wellbeing | 91 | 16.67% |
| COVID-19 Local Support | 84 | 15.38% |
| Specific search for an organisation | 54 | 9.89% |
| Family and Communities | 46 | 8.42% |
| Finances | 28 | 5.13% |
| Physical Health | 25 | 4.58% |
| Legal Support and Advocacy | 18 | 3.30% |
| National Charities/Organisations | 13 | 2.38% |
| Total | 546 | 100% |

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

| Search Criteria | Search Count | Search Percentage |
|---|--------------|-------------------|
| Specific search for an organisation | 54 | 9.89% |
| Housing - Homelessness | 49 | 8.97% |
| Mental Wellbeing - Accessing Support | 40 | 7.33% |
| Employment - Education and Training | 34 | 6.23% |
| Employment - Job Seeking | 30 | 5.49% |
| Family and Communities - Support Groups and Emotional Support | 26 | 4.76% |
| Housing - Housing Advice and Support | 19 | 3.48% |
| Mental Wellbeing - Support Groups and Emotional Support | 18 | 3.30% |
| COVID-19 Local Support - South East | 16 | 2.93% |
| Legal Support and Advocacy - Legal Advice | 16 | 2.93% |
| COVID-19 Local Support - North East | 15 | 2.75% |
| Employment - Support for Offenders | 15 | 2.75% |
| Mental Wellbeing - Drug and Alcohol Services | 14 | 2.56% |
| Housing - Supported Living | 12 | 2.20% |
| COVID-19 Local Support - Northern Ireland | 11 | 2.01% |
| Mental Wellbeing - Treatment | 10 | 1.83% |
| Employment - Volunteering | 10 | 1.83% |
| Finances - Grants | 10 | 1.83% |
| Housing - Eviction and Repossession | 10 | 1.83% |
| Family and Communities - Support for Carers | 9 | 1.65% |
| COVID-19 Local Support - Wales | 8 | 1.47% |
| Finances - Money and Debt Advice | 7 | 1.28% |
| Family and Communities - Recreation | 7 | 1.28% |
| National Charities/Organisations - ASDIC Drop In Centres | 6 | 1.10% |
| COVID-19 Local Support - South West | 6 | 1.10% |
| COVID-19 Local Support - East of England | 5 | 0.92% |
| Finances - Benefits | 5 | 0.92% |
| COVID-19 Local Support - West Midlands | 5 | 0.92% |
| COVID-19 Local Support - Yorkshire/ The Humber | 5 | 0.92% |
| Physical Health - Sports | 5 | 0.92% |

| Search Criteria | Search Count | Search Percentage |
|--|---------------------|--------------------------|
| Physical Health - Drug and Alcohol Services | 5 | 0.92% |
| COVID-19 Local Support - Scotland | 4 | 0.73% |
| Physical Health - Nursing and Dementia Care | 4 | 0.73% |
| COVID-19 Local Support - East Midlands | 4 | 0.73% |
| COVID-19 Local Support - North West | 4 | 0.73% |
| Mental Wellbeing - Bereavement | 4 | 0.73% |
| Family and Communities - Drug and Alcohol Services | 3 | 0.55% |
| Physical Health - Healthcare Services | 3 | 0.55% |
| Employment - Self Employment | 3 | 0.55% |
| Mental Wellbeing - GPs | 3 | 0.55% |
| Physical Health - Rehabilitation and Recovery | 3 | 0.55% |
| Finances - Pensions and Compensation | 3 | 0.55% |
| Finances - Financial Services | 2 | 0.37% |
| Physical Health - Home and Mobility Aids | 2 | 0.37% |
| Employment - Transition | 2 | 0.37% |
| National Charities/Organisations - SSAFA | 2 | 0.37% |
| National Charities/Organisations - Royal British Legion | 2 | 0.37% |
| Mental Wellbeing - Sports | 2 | 0.37% |
| Legal Support and Advocacy - Legal Aid | 2 | 0.37% |
| Physical Health - Support Groups and Emotional Support | 2 | 0.37% |
| Housing - Respite Care (Day Care and Respite) | 1 | 0.18% |
| National Charities/Organisations - Help for Heroes | 1 | 0.18% |
| National Charities/Organisations - Citizen Advice Bureau | 1 | 0.18% |
| Family and Communities - GPs | 1 | 0.18% |
| National Charities/Organisations - Legion Scotland | 1 | 0.18% |
| Physical Health - Blind Veterans | 1 | 0.18% |
| COVID-19 Local Support - London | 1 | 0.18% |
| Finances - Support for the Gurkha Community | 1 | 0.18% |
| Housing - Independent Living | 1 | 0.18% |
| Housing - Nursing and Dementia Care | 1 | 0.18% |
| Total | 546 | 100% |

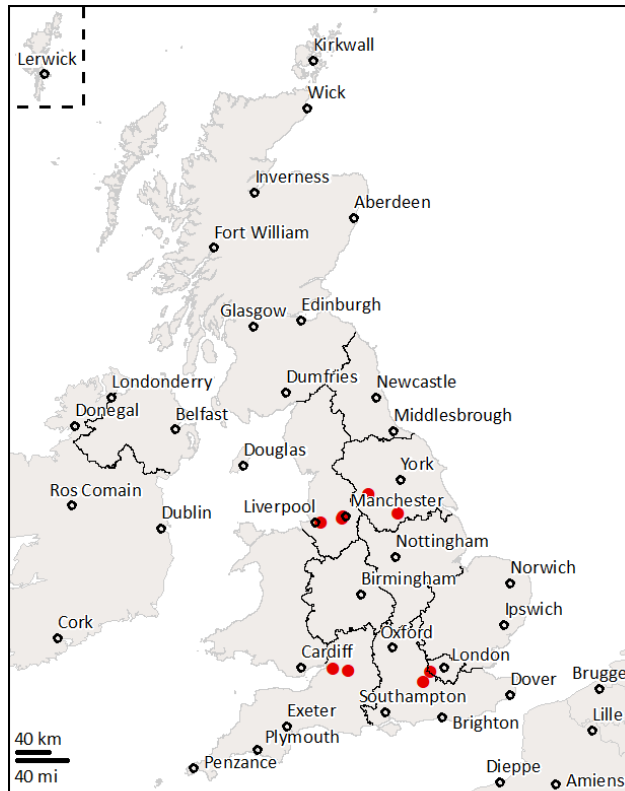
Figure 1. User locations in the UK – Online directory, May 2020



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

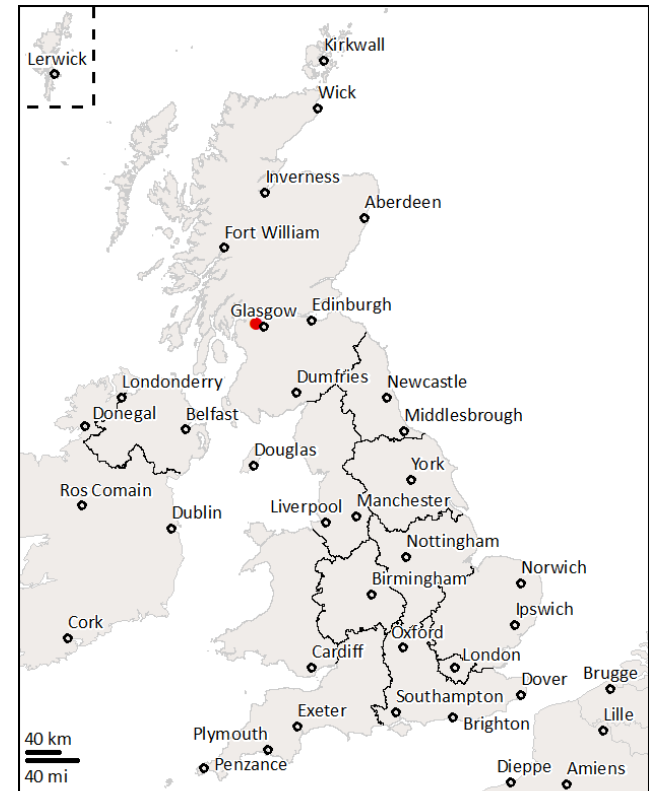
Figure 2. User hotspots in the UK – Online directory, May 2020



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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.

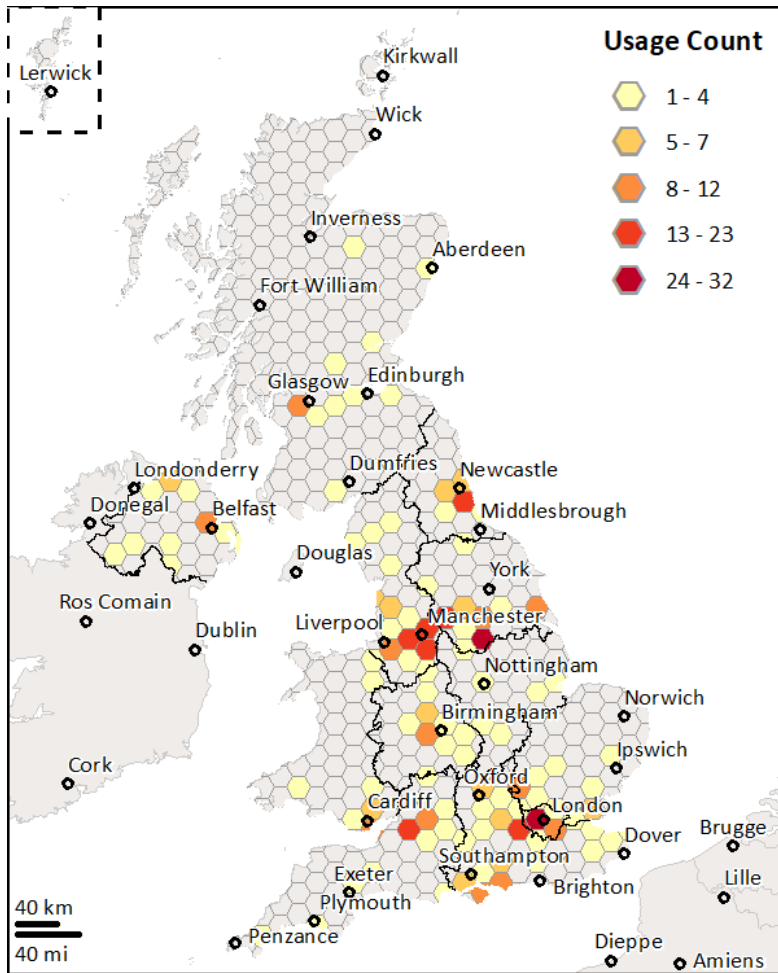
Figure 3. User outliers in the UK – Online directory, May 2020



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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, May 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, May 2020

N = 546

| Region | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| North West | 93 | 17.03% |
| Yorkshire and The Humber | 81 | 14.84% |
| South East | 73 | 13.37% |
| London | 57 | 10.44% |
| South West | 47 | 8.61% |
| North East | 39 | 7.14% |
| Northern Ireland | 37 | 6.78% |
| West Midlands | 31 | 5.68% |
| East of England | 30 | 5.49% |
| Scotland | 28 | 5.13% |
| Wales | 22 | 4.03% |
| East Midlands | 8 | 1.47% |

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

N = 546

| Top 20 Local Authorities | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| Doncaster | 27 | 4.95% |
| Bradford | 20 | 3.66% |
| Salford | 15 | 2.75% |
| Wiltshire | 15 | 2.75% |
| Trafford | 13 | 2.38% |
| South Gloucestershire | 12 | 2.20% |
| Sunderland | 12 | 2.20% |
| County Durham | 12 | 2.20% |
| Belfast | 11 | 2.01% |
| Cheshire East | 11 | 2.01% |
| Hounslow | 10 | 1.83% |
| Greenwich | 10 | 1.83% |
| Woking | 9 | 1.65% |
| Knowsley | 9 | 1.65% |
| Dacorum | 9 | 1.65% |
| Cardiff | 9 | 1.65% |
| Birmingham | 8 | 1.47% |
| Wakefield | 8 | 1.47% |
| Tower Hamlets | 8 | 1.47% |
| Southampton | 8 | 1.47% |

Usage of the Veterans' Gateway mobile directory of services

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

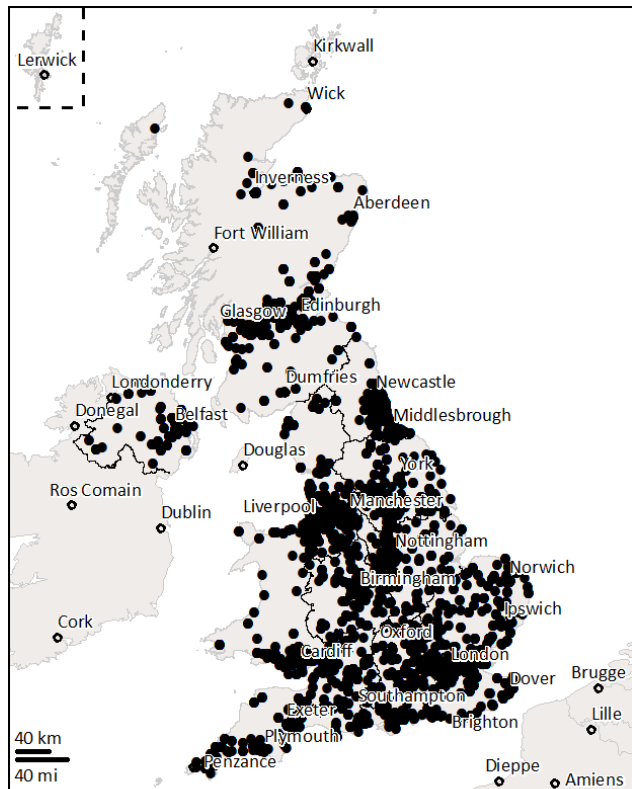
| Search Criteria | Search Count | Search Percentage |
|-------------------------------------|--------------|-------------------|
| Employment | 1,574 | 30.58% |
| COVID-19 Local Support | 783 | 15.21% |
| Finances | 667 | 12.96% |
| Mental Wellbeing | 624 | 12.12% |
| Physical Health | 495 | 9.62% |
| Housing | 415 | 8.06% |
| National Charities/Organisations | 257 | 4.99% |
| Family and Communities | 195 | 3.79% |
| Legal Support and Advocacy | 84 | 1.63% |
| Specific search for an organisation | 53 | 1.03% |
| Total | 5,147 | 100% |

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

| Search Criteria | Search Count | Search Percentage |
|---|--------------|-------------------|
| Employment - Job Seeking | 855 | 16.61% |
| Employment - Education and Training | 384 | 7.46% |
| Mental Wellbeing - Accessing Support | 212 | 4.12% |
| Finances - Pensions and Compensation | 204 | 3.96% |
| Finances - Grants | 172 | 3.34% |
| Finances - Benefits | 154 | 2.99% |
| Employment - Volunteering | 146 | 2.84% |
| Mental Wellbeing - Support Groups and Emotional Support | 145 | 2.82% |
| Housing - Housing Advice and Support | 135 | 2.62% |
| COVID-19 Local Support - South West | 131 | 2.55% |
| Physical Health - Sports | 124 | 2.41% |
| Physical Health - GPs | 112 | 2.18% |
| Employment - Self Employment | 111 | 2.16% |
| Mental Wellbeing - Treatment | 99 | 1.92% |
| Housing - Homelessness | 98 | 1.90% |
| COVID-19 Local Support - South East | 87 | 1.69% |
| COVID-19 Local Support - Scotland | 84 | 1.63% |
| COVID-19 Local Support - North East | 80 | 1.55% |
| COVID-19 Local Support - East of England | 78 | 1.52% |
| National Charities/Organisations - Royal British Legion | 77 | 1.50% |
| COVID-19 Local Support - North West | 74 | 1.44% |
| COVID-19 Local Support - Yorkshire/ The Humber | 71 | 1.38% |
| Finances - Money and Debt Advice | 68 | 1.32% |
| Physical Health - Home and Mobility Aids | 65 | 1.26% |
| Physical Health - Rehabilitation and Recovery | 65 | 1.26% |
| Mental Wellbeing - Sports | 65 | 1.26% |
| Legal Support and Advocacy - Legal Advice | 64 | 1.24% |
| Finances - Financial Services | 63 | 1.22% |
| Family and Communities - Recreation | 62 | 1.20% |
| COVID-19 Local Support - Wales | 58 | 1.13% |
| COVID-19 Local Support - East Midlands | 57 | 1.11% |

| Search Criteria | Search Count | Search Percentage |
|---|--------------|-------------------|
| Housing - Retirement | 56 | 1.09% |
| Employment - Transition | 54 | 1.05% |
| Specific search for an organisation | 53 | 1.03% |
| National Charities/Organisations - SSAFA | 53 | 1.03% |
| Housing - Independent Living | 47 | 0.91% |
| Mental Wellbeing - GPs | 47 | 0.91% |
| Physical Health - Support Groups and Emotional Support | 44 | 0.85% |
| Family and Communities - Support Groups and Emotional Support | 44 | 0.85% |
| National Charities/Organisations - Help for Heroes | 41 | 0.80% |
| Family and Communities - GPs | 40 | 0.78% |
| Physical Health - Healthcare Services | 40 | 0.78% |
| Mental Wellbeing - Drug and Alcohol Services | 38 | 0.74% |
| Housing - Eviction and Repossession | 31 | 0.60% |
| Housing - Supported Living | 29 | 0.56% |
| COVID-19 Local Support - West Midlands | 27 | 0.52% |
| National Charities/Organisations - Combat Stress | 25 | 0.49% |
| COVID-19 Local Support - Northern Ireland | 25 | 0.49% |
| Employment - Support for Offenders | 24 | 0.47% |
| National Charities/Organisations - ASDIC Drop In Centres | 21 | 0.41% |
| Family and Communities - Bereavement | 18 | 0.35% |
| Mental Wellbeing - Bereavement | 18 | 0.35% |
| Family and Communities - Support for Carers | 14 | 0.27% |
| Legal Support and Advocacy - Legal Aid | 13 | 0.25% |
| Physical Health - Nursing and Dementia Care | 13 | 0.25% |
| Physical Health - End of Life Care | 12 | 0.23% |
| National Charities/Organisations - Legion Scotland | 12 | 0.23% |
| COVID-19 Local Support - London | 11 | 0.21% |
| Family and Communities - Support for the Gurkha Community | 11 | 0.21% |
| Housing - Respite Care (Day Care and Respite) | 10 | 0.19% |
| Physical Health - Limb Loss | 10 | 0.19% |
| Housing - Nursing and Dementia Care | 9 | 0.17% |
| Physical Health - Drug and Alcohol Services | 9 | 0.17% |
| National Charities/Organisations - Citizen Advice Bureau | 8 | 0.16% |
| National Charities/Organisations - Mind | 7 | 0.14% |
| Finances - Support for the Gurkha Community | 6 | 0.12% |
| Family and Communities - Drug and Alcohol Services | 6 | 0.12% |
| National Charities/Organisations - Samaritans Branches | 4 | 0.08% |
| National Charities/Organisations - Blesma | 4 | 0.08% |
| Legal Support and Advocacy - Legal Advocacy | 4 | 0.08% |
| Legal Support and Advocacy - Support for the Gurkha Community | 3 | 0.06% |
| National Charities/Organisations - British Red Cross | 3 | 0.06% |
| National Charities/Organisations - Shelter | 2 | 0.04% |
| Physical Health - Blind Veterans | 1 | 0.02% |
| Total | 5,147 | 100% |

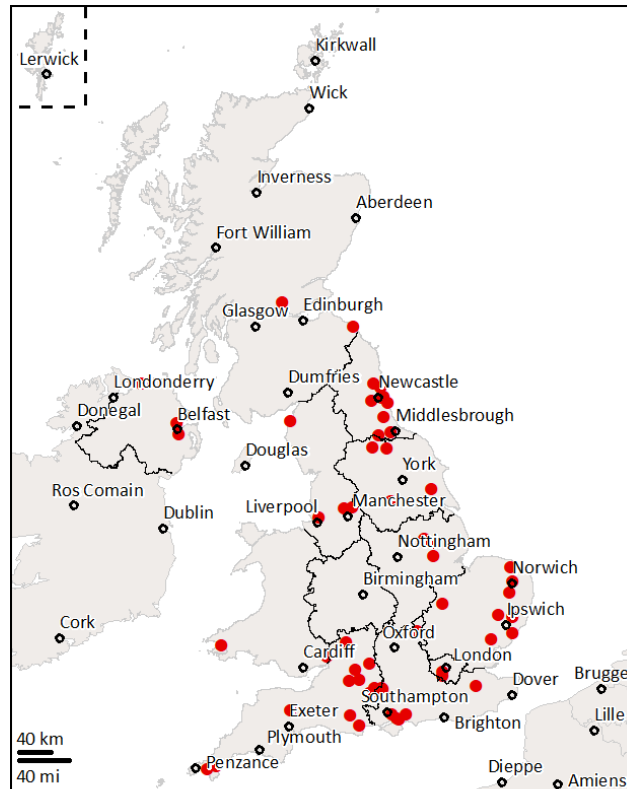
Figure 5. User locations in the UK – Mobile directory, May 2020



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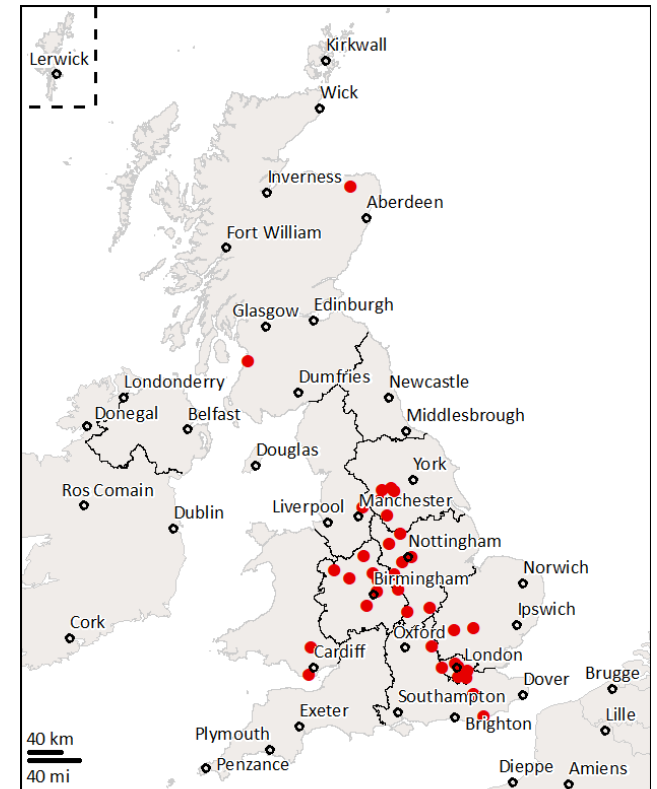
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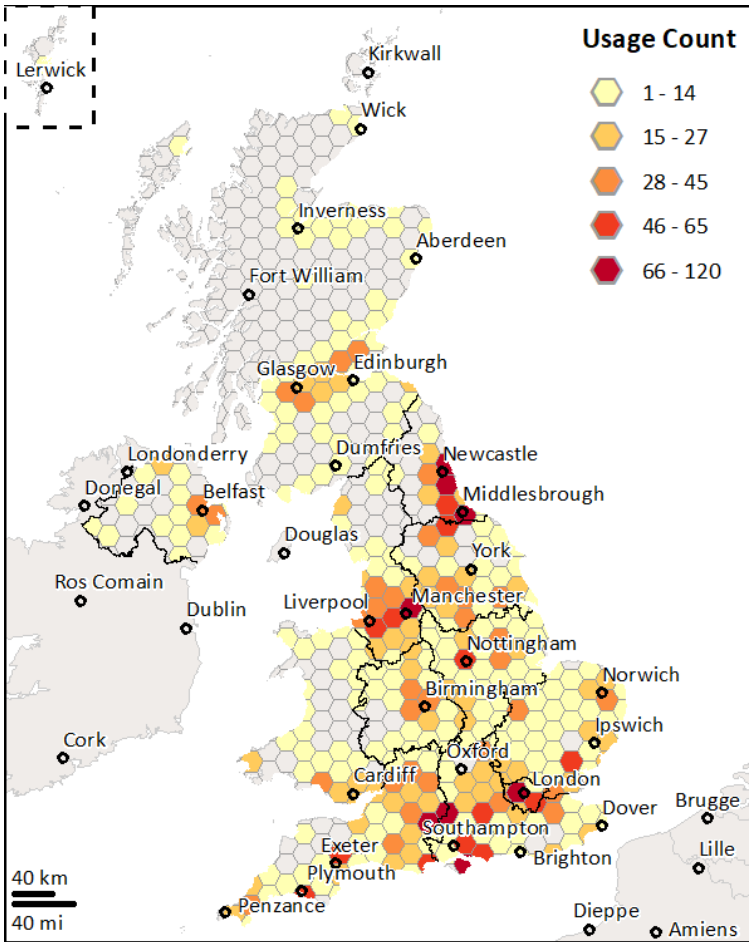
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Figure 8. User locations in the UK – Mobile directory, May 2020



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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, May 2020

N = 5,147

| Region | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| South West | 839 | 16.30% |
| South East | 669 | 13.00% |
| North West | 538 | 10.45% |
| North East | 487 | 9.46% |
| East of England | 469 | 9.11% |
| Scotland | 463 | 9.00% |
| Yorkshire and The Humber | 404 | 7.85% |
| East Midlands | 371 | 7.21% |
| West Midlands | 273 | 5.30% |
| Wales | 243 | 4.72% |
| Northern Ireland | 207 | 4.02% |
| London | 184 | 3.57% |

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

N = 5,147

| Top 20 Local Authorities | Usage Count | Usage Percentage |
|---------------------------|-------------|------------------|
| Wiltshire | 212 | 4.12% |
| Cornwall | 115 | 2.23% |
| County Durham | 97 | 1.88% |
| Fife | 61 | 1.19% |
| Sunderland | 59 | 1.15% |
| Northumberland | 59 | 1.15% |
| North Tyneside | 54 | 1.05% |
| North Kesteven | 54 | 1.05% |
| Gosport | 50 | 0.97% |
| Stockton-on-Tees | 46 | 0.89% |
| Richmondshire | 45 | 0.87% |
| Wakefield | 43 | 0.84% |
| Cheshire West and Chester | 43 | 0.84% |
| East Riding of Yorkshire | 42 | 0.82% |
| Test Valley | 41 | 0.80% |
| Plymouth | 39 | 0.76% |
| Hambleton | 39 | 0.76% |
| Colchester | 38 | 0.74% |
| Fareham | 38 | 0.74% |
| Glasgow City | 36 | 0.70% |