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

# November 2019

**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 Gi* 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 November 2019.

**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 – November 2019

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 December 2019, the directory of services included **15,863** markers, each representing a service available to veterans or service families.

During November 2019 the directory attracted **1,058** individual searches for services.
- A total of **159** 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 **153** cases were from the mobile version of the directory.
- A total of **689** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **57** cases had no referrer recorded.
- Because the mobile version of the directory was still in internal testing, the analysis for November 2019 focus on usage from the online directory of services (N= 689).
    - Among **689** cases that had the online directory of services as the referrer, a total of **27** cases had users located outside of the UK, and a total of **662** 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 November 2019. This table combines all searches made into general categories of search criteria.
- 'Mental Wellbeing', followed by 'Housing', followed by 'Employment' were the primary general search criteria for users located in the UK during November 2019.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the directory during November 2019. The top ten search criteria accessed by users located in the UK during November 2019 are highlighted.
- 'Mental Wellbeing - Accessing Support', followed by 'Housing - Homelessness', followed by 'Specific search for an organisation' were the primary search criteria.

Figures 1 to 3 illustrate the spatial distribution of all users located across the UK during November 2019, and the spatial hotspots and outliers in terms of usage throughout November 2019.

Table 3 provides an overview of the usage across each country/region of the UK during November 2019.
- London, followed by North West, followed by South East were the regions with the highest usage during November 2019.

Table 4 provides an overview of the 20 local authorities with the highest usage during November 2019.

- Camden, followed by Dudley, followed by Liverpool were the local authorities with the highest usage.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK during November 2019.  Tables 6 and 7 provide an overview of the searches that were located outside of the UK.
- 'Mental Wellbeing' followed by 'Housing', followed by 'Local Government Support' were the primary general search criteria for users located outside of the UK during November 2019.

# Usage of the directory of services

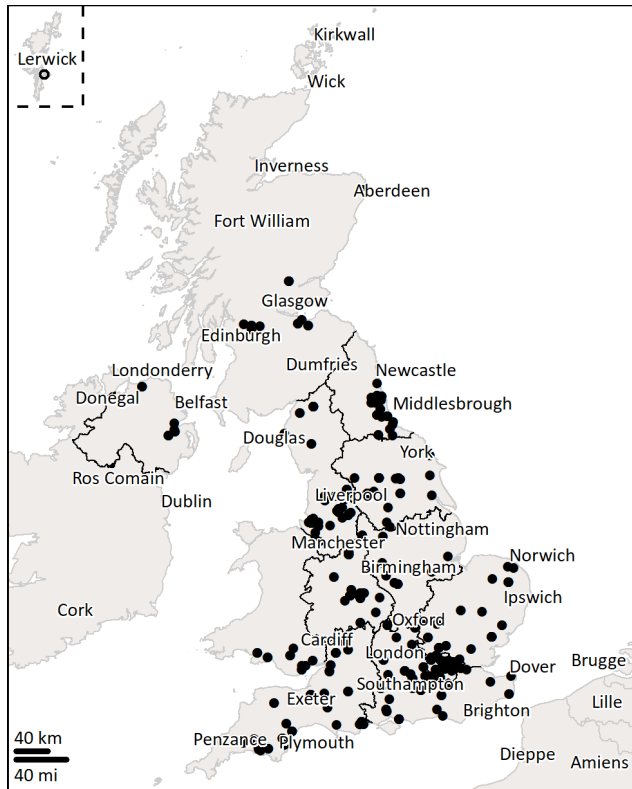**Table 1. General search criteria from users located in the UK (November 2019)**

| Search Criteria | Search Count | Search Percentage |
|---|---|---|
| Mental Wellbeing | 163 | 24.62% |
| Housing | 123 | 18.58% |
| Employment | 104 | 15.71% |
| Family and Communities | 65 | 9.82% |
| Finances | 48 | 7.25% |
| Physical Health | 47 | 7.10% |
| Specific search for an organisation | 46 | 6.95% |
| Local Government Support | 31 | 4.68% |
| National Charities/Organisations | 28 | 4.23% |
| Legal Support and Advocacy | 7 | 1.06% |
| **Total** | **662** | **100.00%** |

**Table 2. A detailed breakdown of exact search criteria from users located in the UK (November 2019)**

| Search Criteria | Search Count | Search Percentage |
|---|---|---|
| Mental Wellbeing - Accessing Support | 69 | 10.42% |
| Housing - Homelessness | 62 | 9.37% |
| Specific search for an organisation | 46 | 6.95% |
| Mental Wellbeing - Support Groups and Emotional Support | 37 | 5.59% |
| Employment - Education and Training | 32 | 4.83% |
| Housing - Housing Advice and Support | 29 | 4.38% |
| Employment - Job Seeking | 28 | 4.23% |
| Family and Communities - Support Groups and Emotional Support | 28 | 4.23% |
| Employment - Transition | 24 | 3.63% |
| Mental Wellbeing - Treatment | 23 | 3.47% |
| Family and Communities - Drug and Alcohol Services | 18 | 2.72% |
| Finances - Grants | 17 | 2.57% |
| Housing - Independent Living | 14 | 2.11% |
| Mental Wellbeing - Drug and Alcohol Services | 14 | 2.11% |
| Mental Wellbeing - GPs | 14 | 2.11% |
| Finances - Benefits | 13 | 1.96% |
| Physical Health - Rehabilitation and Recovery | 13 | 1.96% |
| Family and Communities - Recreation | 9 | 1.36% |
| National Charities/Organisations - ASDIC Drop In Centres | 9 | 1.36% |
| Employment - Volunteering | 8 | 1.21% |
| Employment - Self Employment | 7 | 1.06% |
| Finances - Pensions and Compensation | 7 | 1.06% |
| National Charities/Organisations - Blesma | 7 | 1.06% |
| Physical Health - Support Groups and Emotional Support | 7 | 1.06% |
| Finances - Financial Services | 6 | 0.91% |
| Housing - Respite Care (Day Care and Respite) | 6 | 0.91% |
| Physical Health - GPs | 6 | 0.91% |
| Physical Health - Home and Mobility Aids | 6 | 0.91% |
| Employment - Support for Offenders | 5 | 0.76% |
| Family and Communities - Bereavement | 5 | 0.76% |
| Finances - Money and Debt Advice | 5 | 0.76% |

| Search Criteria | Search Count | Search Percentage |
|---|---|---|
| Local Government Support - North East | 5 | 0.76% |
| National Charities/Organisations - SSAFA | 5 | 0.76% |
| Physical Health - Sports | 5 | 0.76% |
| Family and Communities - Support for Carers | 4 | 0.60% |
| Housing - Eviction and Repossession | 4 | 0.60% |
| Housing - Supported Living | 4 | 0.60% |
| Local Government Support - East Midlands | 4 | 0.60% |
| Local Government Support - North West | 4 | 0.60% |
| Physical Health - Healthcare Services | 4 | 0.60% |
| Housing - Nursing and Dementia Care | 3 | 0.45% |
| Legal Support and Advocacy - Legal Advice | 3 | 0.45% |
| Local Government Support - East of England | 3 | 0.45% |
| Local Government Support - London | 3 | 0.45% |
| Local Government Support - South East | 3 | 0.45% |
| Local Government Support - South West | 3 | 0.45% |
| Mental Wellbeing - Bereavement | 3 | 0.45% |
| Mental Wellbeing - Sports | 3 | 0.45% |
| National Charities/Organisations - Royal British Legion | 3 | 0.45% |
| Physical Health - Drug and Alcohol Services | 3 | 0.45% |
| Physical Health - Limb Loss | 3 | 0.45% |
| Legal Support and Advocacy - Legal Advocacy | 2 | 0.30% |
| Local Government Support - Yorkshire/ The Humber | 2 | 0.30% |
| Family and Communities - Support for the Gurkha Community | 1 | 0.15% |
| Housing - Retirement | 1 | 0.15% |
| Legal Support and Advocacy - Legal Aid | 1 | 0.15% |
| Legal Support and Advocacy - Support for the Gurkha Community | 1 | 0.15% |
| Local Government Support - Northern Ireland | 1 | 0.15% |
| Local Government Support - Scotland | 1 | 0.15% |
| Local Government Support - Wales | 1 | 0.15% |
| Local Government Support - West Midlands | 1 | 0.15% |
| National Charities/Organisations - British Red Cross | 1 | 0.15% |
| National Charities/Organisations - Combat Stress | 1 | 0.15% |
| National Charities/Organisations - Samaritans Branches | 1 | 0.15% |
| National Charities/Organisations - Shelter | 1 | 0.15% |
| Total | 662 | 100% |

**Figure 1. User locations in the UK (01/11/2019 - 30/11/2019)**



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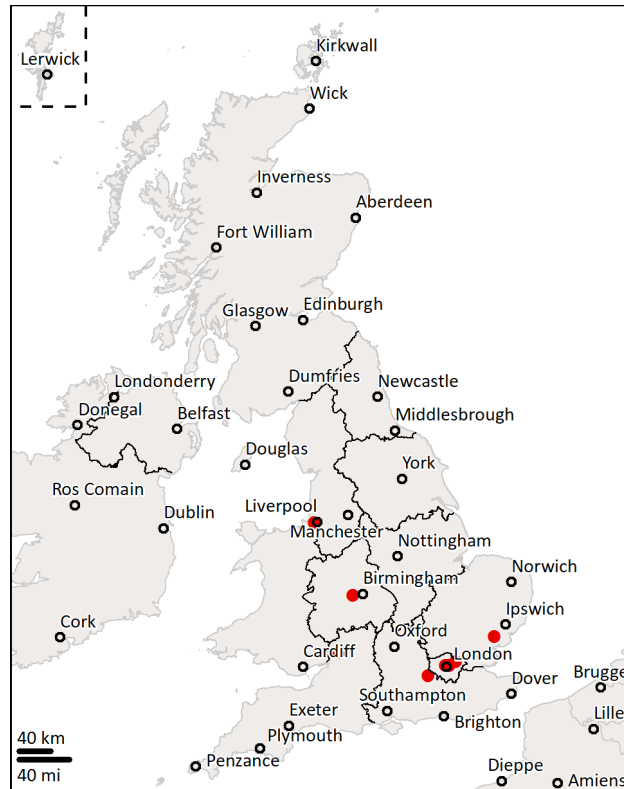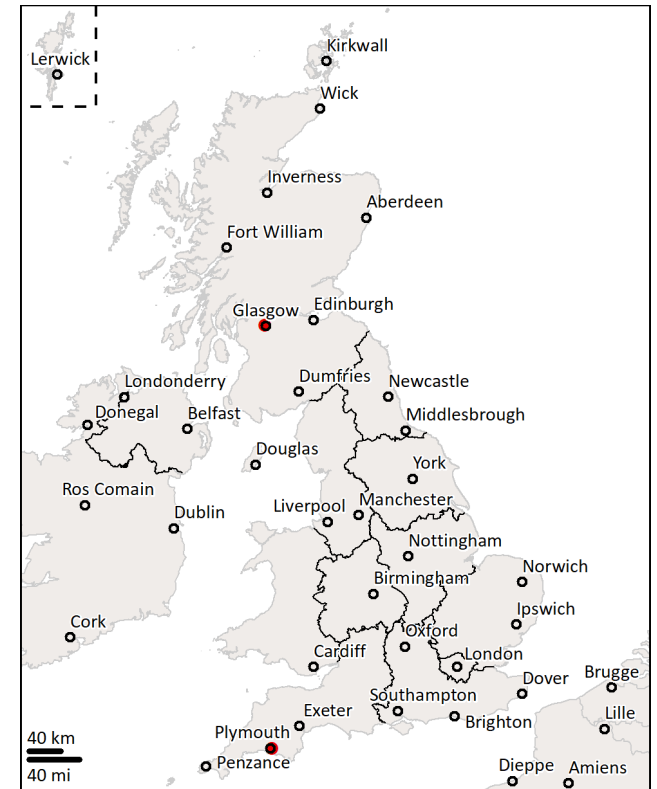The figure above shows the location of all the postcode districts with directory users during November 2019.

**Figure 2. User hotspots in the UK (01/11/2019 - 30/11/2019)**



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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 remanaining postcodes. This pattern is not attributable to random chance.

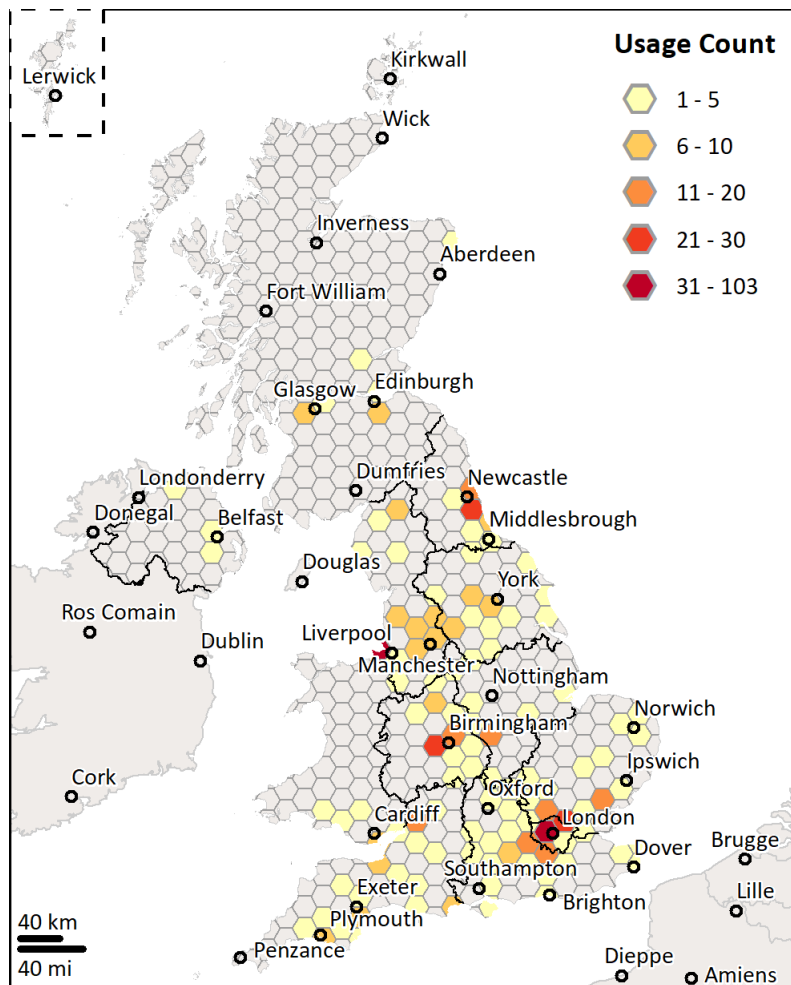**Figure 3. User outliers in the UK (01/11/2019 - 30/11/2019)**



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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 (01/11/2019 - 30/11/2019)**



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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. UK regional usage between 01/10/2019 - 31/10/2019**

N = 662

| Region | Usage Count | Usage Percentage |
|---|---|---|
| London | 138 | 20.85% |
| North West | 94 | 14.20% |
| South East | 78 | 11.78% |
| South West | 71 | 10.73% |
| West Midlands | 67 | 10.12% |
| East of England | 55 | 8.31% |
| North East | 51 | 7.70% |
| Yorkshire and The Humber | 36 | 5.44% |
| Scotland | 24 | 3.63% |
| East Midlands | 18 | 2.72% |
| Wales | 18 | 2.72% |
| Northern Ireland | 12 | 1.81% |

**Table 4. Main local authorities for usage (01/10/2019 - 31/10/2019)**

N = 662

| Top 20 Local Authorities | Usage Count | Usage Percentage |
|---|---|---|
| Camden | 31 | 4.68% |
| Dudley | 27 | 4.08% |
| Liverpool | 22 | 3.32% |
| Tower Hamlets | 22 | 3.32% |
| Birmingham | 19 | 2.87% |
| City of London | 18 | 2.72% |
| Colchester | 16 | 2.42% |
| Stroud | 16 | 2.42% |
| Gateshead | 15 | 2.27% |
| Redbridge | 15 | 2.27% |
| Hackney | 12 | 1.81% |
| Leicester | 12 | 1.81% |
| County Durham | 11 | 1.66% |
| Runnymede | 11 | 1.66% |
| Harrogate | 10 | 1.51% |
| Bolton | 9 | 1.36% |
| Carlisle | 9 | 1.36% |
| Preston | 9 | 1.36% |
| Stoke-on-Trent | 9 | 1.36% |
| Bradford | 8 | 1.21% |

**Table 5. A detailed breakdown of top 3 search criteria by region from users located in the UK (November 2019)**

| Region | Top 3 Search Criteria | Usage Count | Percentage of Regional Usage |
|---|---|---|---|
| **East Midlands** | Family and Communities - Support Groups and Emotional Support | 4 | 22.22% |
| | Local Government Support - East Midlands | 3 | 16.67% |
| | Employment - Job Seeking | 2 | 11.11% |
| | | | |
| **East of England** | Specific search for an organisation | 18 | 32.73% |
| | Housing - Homelessness | 5 | 9.09% |
| | Family and Communities - Recreation | 3 | 5.45% |
| | | | |
| **London** | Housing - Homelessness | 23 | 16.67% |
| | Mental Wellbeing - Accessing Support | 15 | 10.87% |
| | Mental Wellbeing - Support Groups and Emotional Support | 14 | 10.14% |
| | | | |
| **North East** | Family and Communities - Support Groups and Emotional Support | 7 | 13.73% |
| | Employment - Job Seeking | 5 | 9.80% |
| | Employment - Transition | 5 | 9.80% |
| | | | |
| **North West** | Mental Wellbeing - Accessing Support | 18 | 19.15% |
| | Housing - Homelessness | 8 | 8.51% |
| | Housing - Housing Advice and Support | 7 | 7.45% |
| | | | |
| **Northern Ireland** | Housing - Homelessness | 3 | 25.00% |
| | Mental Wellbeing - Accessing Support | 3 | 25.00% |
| | Family and Communities - Bereavement | 2 | 16.67% |
| | | | |
| **Scotland** | Mental Wellbeing - Accessing Support | 6 | 25.00% |
| | Mental Wellbeing - Support Groups and Emotional Support | 6 | 25.00% |
| | Employment - Job Seeking | 4 | 16.67% |
| | | | |
| **South East** | Housing - Homelessness | 12 | 15.38% |
| | Mental Wellbeing - Accessing Support | 11 | 14.10% |
| | Finances - Benefits | 6 | 7.69% |
| | | | |
| **South West** | Employment - Transition | 14 | 19.72% |
| | Finances - Financial Services | 5 | 7.04% |
| | Finances - Grants | 5 | 7.04% |
| | | | |
| **Wales** | Housing - Homelessness | 3 | 16.67% |
| | Employment - Education and Training | 2 | 11.11% |
| | Employment - Self Employment | 2 | 11.11% |
| | | | |

| Region | Top 3 Search Criteria | Usage Count | Percentage of Regional Usage |
|---|---|---|---|
| **West Midlands** | Employment - Education and Training | 12 | 17.91% |
| | Employment - Job Seeking | 6 | 8.96% |
| | Family and Communities - Support Groups and Emotional Support | 6 | 8.96% |
| | | | |
| **Yorkshire and The Humber** | Housing - Housing Advice and Support | 8 | 22.22% |
| | Housing - Independent Living | 5 | 13.89% |
| | Mental Wellbeing - Drug and Alcohol Services | 4 | 11.11% |

**Table 6. An overview of general search criteria from users located outside of the UK (November 2019)**

| Search Criteria | Search Count outside of the UK | Search Percentage |
|---|---|---|
| **Mental Wellbeing** | 9 | 33.33% |
| **Housing** | 5 | 18.52% |
| **Local Government Support** | 3 | 11.11% |
| **Specific search for an organisation** | 3 | 11.11% |
| **Employment** | 2 | 7.41% |
| **Physical Health** | 2 | 7.41% |
| **Family and Communities** | 1 | 3.70% |
| **Finances** | 1 | 3.70% |
| **Legal Support and Advocacy** | 1 | 3.70% |
| **Total** | **27** | **100.00%** |

**Table 7. A detailed breakdown of exact search criteria from users located outside of the UK (November 2019)**

| Search Criteria | Search Count outside of the UK | Search Percentage |
|---|---|---|
| **Mental Wellbeing - Treatment** | 4 | 14.81% |
| **Specific search for an organisation** | 3 | 11.11% |
| **Employment - Education and Training** | 2 | 7.41% |
| **Housing - Homelessness** | 2 | 7.41% |
| **Housing - Housing Advice and Support** | 2 | 7.41% |
| **Mental Wellbeing - Accessing Support** | 2 | 7.41% |
| **Physical Health - Home and Mobility Aids** | 2 | 7.41% |
| **Family and Communities - Support Groups and Emotional Support** | 1 | 3.70% |
| **Finances - Financial Services** | 1 | 3.70% |
| **Housing - Retirement** | 1 | 3.70% |
| **Legal Support and Advocacy - Legal Advocacy** | 1 | 3.70% |
| **Local Government Support - East Midlands** | 1 | 3.70% |
| **Local Government Support - East of England** | 1 | 3.70% |
| **Local Government Support - Yorkshire/ The Humber** | 1 | 3.70% |

| Search Criteria | Search Count outside of the UK | Search Percentage |
|---|---|---|
| Mental Wellbeing - Drug and Alcohol Services | 1 | 3.70% |
| Mental Wellbeing - GPs | 1 | 3.70% |
| Mental Wellbeing - Support Groups and Emotional Support | 1 | 3.70% |
| Total | 27 | 100% |