

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

October 2019

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**ARMED FORCES
COVENANT**

FUND TRUST

The Northern Hub for Veterans and Military Families Research



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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 October 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 – October 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 November 2019, the directory of services included **15,835** markers, each representing a service available to veterans or service families.

During October 2019 the directory attracted **1,645** individual searches for services.

- A total of **223** 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 **466** cases were from the mobile version of the directory.
- A total of **917** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- A total of **39** cases had no referrer recorded.
- Because the mobile version of the directory was still in internal testing, the analysis for October 2019 focus on usage from the online directory of services (N= 917).
 - Among **917** cases that had the online directory of services as the referrer, a total of **104** cases had users located outside of the UK, and a total of **813** 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 October 2019. This table combines all searches made into general categories of search criteria.

- 'Mental Wellbeing', followed by 'Employment', followed by 'Housing' were the primary general search criteria for users located in the UK during October 2019.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the directory during October 2019. The top ten search criteria accessed by users located in the UK during October 2019 are highlighted.

- 'Mental Wellbeing - Accessing Support', followed by 'Mental Wellbeing - Support Groups and Emotional Support', followed by 'Employment - Job Seeking' were the primary search criteria.

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

Table 3 provides an overview of the usage across each country/region of the UK during October 2019.

- London, followed by South East, followed by North West were the regions with the highest usage during October 2019.

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

- Camden, followed by Portsmouth, followed by Islington 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 October 2019. Tables 6 and 7 provide an overview of the searches that were located outside of the UK.

- 'National Charities/Organisations' followed by 'Mental Wellbeing', followed by 'Employment' were the primary general search criteria for users located outside of the UK during October 2019.

Usage of the directory of services

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

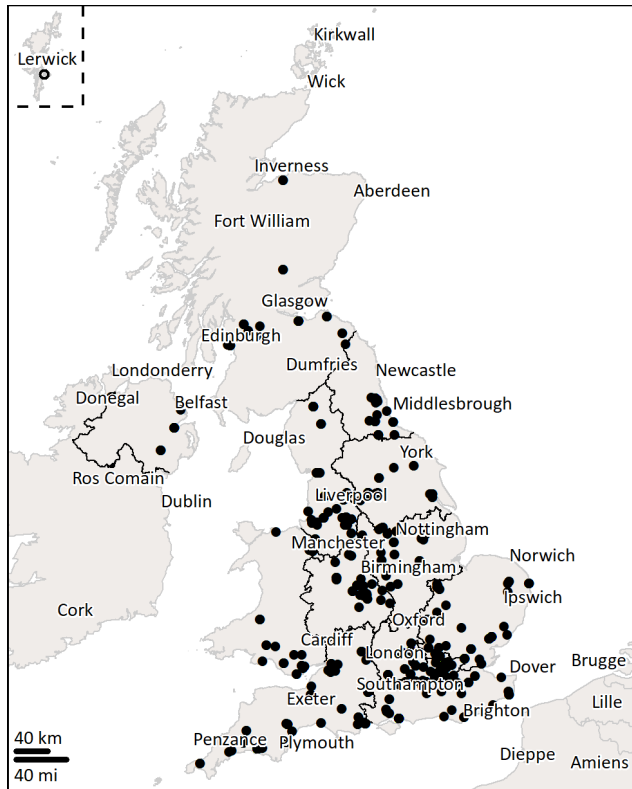
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	248	30.50%
Employment	161	19.80%
Housing	132	16.24%
Family and Communities	63	7.75%
Physical Health	60	7.38%
Finances	45	5.54%
Specific search for an organisation	40	4.92%
Local Government Support	31	3.81%
National Charities/Organisations	21	2.58%
Legal Support and Advocacy	12	1.48%
Total	813	100.00%

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

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	117	14.39%
Mental Wellbeing - Support Groups and Emotional Support	76	9.35%
Employment - Job Seeking	65	8.00%
Employment - Education and Training	58	7.13%
Housing - Homelessness	51	6.27%
Specific search for an organisation	40	4.92%
Housing - Housing Advice and Support	34	4.18%
Family and Communities - Support Groups and Emotional Support	29	3.57%
Housing - Independent Living	22	2.71%
Mental Wellbeing - GPs	21	2.58%
Physical Health - Support Groups and Emotional Support	21	2.58%
Employment - Self Employment	20	2.46%
Family and Communities - Recreation	18	2.21%
Mental Wellbeing - Treatment	15	1.85%
Finances - Pensions and Compensation	13	1.60%
Mental Wellbeing - Drug and Alcohol Services	13	1.60%
Employment - Transition	10	1.23%

Search Criteria	Search Count	Search Percentage
Finances - Money and Debt Advice	10	1.23%
Housing - Supported Living	10	1.23%
Legal Support and Advocacy - Legal Advice	10	1.23%
Physical Health - Home and Mobility Aids	9	1.11%
Physical Health - Rehabilitation and Recovery	9	1.11%
Finances - Financial Services	8	0.98%
National Charities/Organisations - ASDIC Drop In Centres	8	0.98%
Physical Health - Healthcare Services	8	0.98%
Finances - Benefits	7	0.86%
Finances - Grants	7	0.86%
Housing - Nursing and Dementia Care	7	0.86%
Family and Communities - GPs	6	0.74%
Housing - Eviction and Repossession	6	0.74%
Local Government Support - Yorkshire/ The Humber	6	0.74%
Mental Wellbeing - Bereavement	6	0.74%
Employment - Volunteering	5	0.62%
Family and Communities - Support for Carers	5	0.62%
Local Government Support - North West	5	0.62%
Family and Communities - Drug and Alcohol Services	4	0.49%
Local Government Support - South West	4	0.49%
National Charities/Organisations - Combat Stress	4	0.49%
Physical Health - Drug and Alcohol Services	4	0.49%
Physical Health - GPs	4	0.49%
Employment - Support for Offenders	3	0.37%
Local Government Support - East of England	3	0.37%
Local Government Support - South East	3	0.37%
Local Government Support - Wales	3	0.37%
Local Government Support - West Midlands	3	0.37%
National Charities/Organisations - Legion Scotland	3	0.37%
National Charities/Organisations - Royal British Legion	3	0.37%
National Charities/Organisations - SSAFA	3	0.37%
Local Government Support - North East	2	0.25%
Physical Health - Sports	2	0.25%
Family and Communities - Bereavement	1	0.12%
Housing - Respite Care (Day Care and Respite)	1	0.12%
Housing - Retirement	1	0.12%
Legal Support and Advocacy - Legal Advocacy	1	0.12%
Legal Support and Advocacy - Legal Aid	1	0.12%
Local Government Support - London	1	0.12%
Local Government Support - Scotland	1	0.12%
Physical Health - Blind Veterans	1	0.12%
Physical Health - End of Life Care	1	0.12%
Physical Health - Nursing and Dementia Care	1	0.12%
Total	813	100%

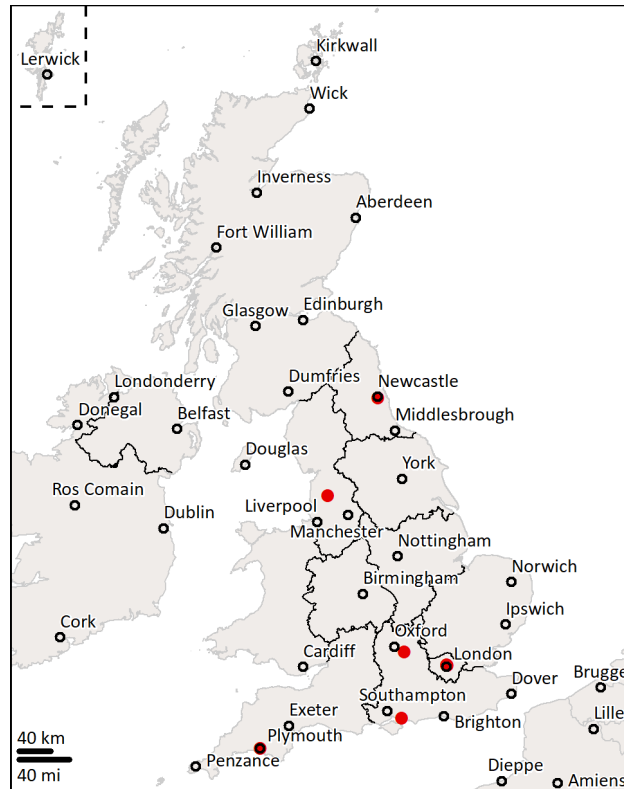
**Figure 1. User locations in the UK
(01/10/2019 - 31/10/2019)**



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

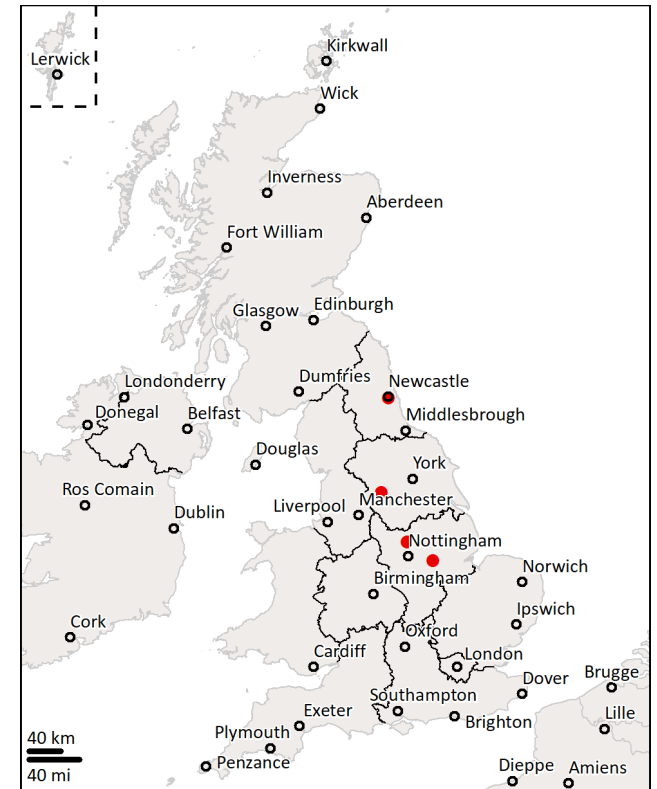
**Figure 2. User hotspots in the UK (01/10/2019
- 31/10/2019)**



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

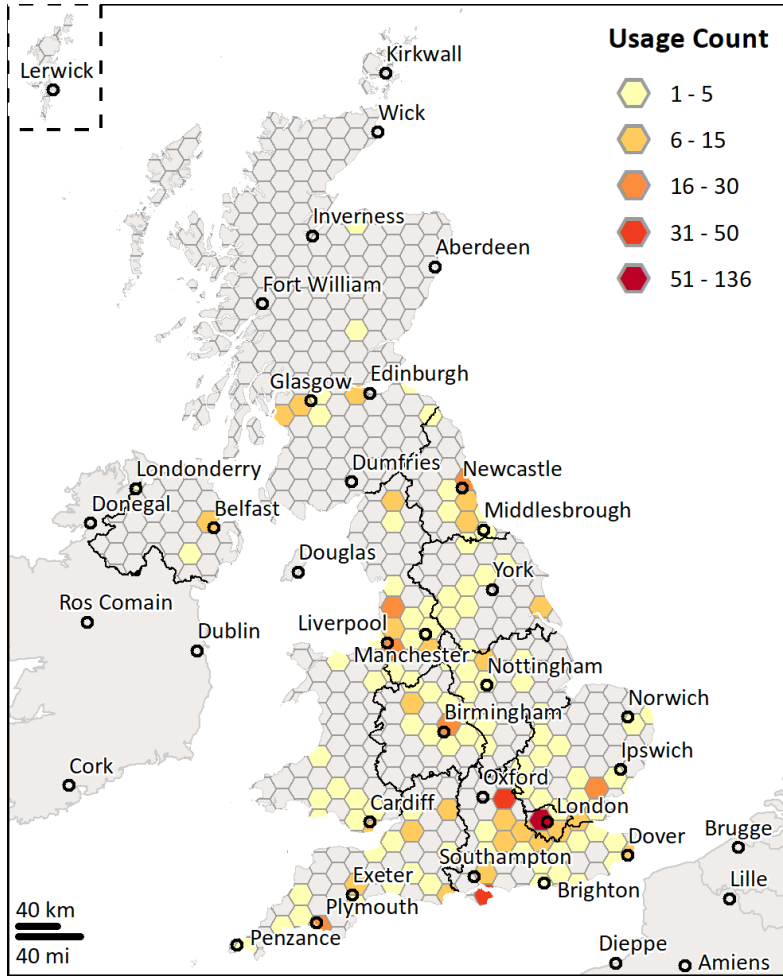
**Figure 3. User outliers in the UK
(01/10/2019 - 31/10/2019)**



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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 (01/10/2019 - 31/10/2019)



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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 = 813

Region	Usage Count	Usage Percentage
London	160	19.68%
South East	155	19.07%
North West	99	12.18%
South West	91	11.19%
East of England	65	8.00%
West Midlands	54	6.64%
North East	44	5.41%
Scotland	40	4.92%
Wales	33	4.06%
East Midlands	31	3.81%
Yorkshire and The Humber	26	3.20%
Northern Ireland	15	1.85%

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

N = 813

Top 20 Local Authorities	Usage Count	Usage Percentage
Camden	48	5.90%
Portsmouth	46	5.66%
Islington	40	4.92%
City of London	29	3.57%
Preston	26	3.20%
Plymouth	21	2.58%
South Oxfordshire	21	2.58%
Newcastle upon Tyne	20	2.46%
Birmingham	18	2.21%
Liverpool	18	2.21%
Wycombe	18	2.21%
Colchester	17	2.09%
Kingston upon Thames	14	1.72%
Exeter	13	1.60%
Cornwall	12	1.48%
Cardiff	11	1.35%
County Durham	10	1.23%
Walsall	10	1.23%
Belfast	9	1.11%
Brentwood	9	1.11%

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

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
East Midlands	Housing - Homelessness	3	9.68%
	Housing - Housing Advice and Support	3	9.68%
	Mental Wellbeing - Accessing Support	3	9.68%
East of England	Specific search for an organisation	10	15.38%
	Mental Wellbeing - Accessing Support	8	12.31%
	Employment - Job Seeking	6	9.23%
London	Mental Wellbeing - Support Groups and Emotional Support	37	23.13%
	Employment - Job Seeking	16	10.00%
	Mental Wellbeing - Accessing Support	12	7.50%
North East	Employment - Education and Training	7	15.91%
	Employment - Job Seeking	4	9.09%
	Mental Wellbeing - Drug and Alcohol Services	4	9.09%
North West	Mental Wellbeing - Accessing Support	19	19.19%
	Mental Wellbeing - GPs	14	14.14%
	Housing - Housing Advice and Support	10	10.10%
Northern Ireland	Housing - Homelessness	9	60.00%
	Employment - Job Seeking	2	13.33%
	Family and Communities - Drug and Alcohol Services	1	6.67%
Scotland	Family and Communities - Support Groups and Emotional Support	7	17.50%
	Mental Wellbeing - Accessing Support	6	15.00%
	Employment - Education and Training	5	12.50%
South East	Mental Wellbeing - Accessing Support	29	18.71%
	Employment - Education and Training	20	12.90%
	Employment - Job Seeking	16	10.32%
South West	Mental Wellbeing - Support Groups and Emotional Support	19	20.88%
	Mental Wellbeing - Accessing Support	12	13.19%
	Employment - Education and Training	8	8.79%
Wales	Mental Wellbeing - Accessing Support	6	18.18%
	Mental Wellbeing - Drug and Alcohol Services	4	12.12%
	Mental Wellbeing - Bereavement	3	9.09%

Region	Top 3 Search Criteria	Usage Count	Percentage of Regional Usage
West Midlands	Mental Wellbeing - Accessing Support	18	33.33%
	Employment - Job Seeking	10	18.52%
	Employment - Self Employment	6	11.11%
Yorkshire and The Humber	Local Government Support - Yorkshire/ The Humber	6	23.08%
	Employment - Education and Training	3	11.54%
	Mental Wellbeing - Accessing Support	3	11.54%

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

Search Criteria	Search Count outside of the UK	Search Percentage
National Charities/Organisations	55	52.88%
Mental Wellbeing	18	17.31%
Employment	8	7.69%
Housing	7	6.73%
Specific search for an organisation	5	4.81%
Family and Communities	4	3.85%
Finances	4	3.85%
Physical Health	3	2.88%
National Charities/Organisations	55	52.88%
Mental Wellbeing	18	17.31%
Total	104	100.00%

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

Search Criteria	Search Count outside of the UK	Search Percentage
National Charities/Organisations - ASDIC Drop In Centres	46	44.23%
Mental Wellbeing - Support Groups and Emotional Support	8	7.69%
Mental Wellbeing - Drug and Alcohol Services	6	5.77%
Employment - Education and Training	5	4.81%
Specific search for an organisation	5	4.81%
Mental Wellbeing - Accessing Support	4	3.85%
National Charities/Organisations - Shelter	4	3.85%
Family and Communities - Support for Carers	3	2.88%
Finances - Benefits	3	2.88%
Housing - Homelessness	3	2.88%
Employment - Job Seeking	2	1.92%
Housing - Supported Living	2	1.92%
National Charities/Organisations - Royal British Legion	2	1.92%
Physical Health - Support Groups and Emotional Support	2	1.92%

Search Criteria	Search Count outside of the UK	Search Percentage
Employment - Self Employment	1	0.96%
Family and Communities - Support Groups and Emotional Support	1	0.96%
Finances - Money and Debt Advice	1	0.96%
Housing - Nursing and Dementia Care	1	0.96%
Housing - Retirement	1	0.96%
National Charities/Organisations - Blesma	1	0.96%
National Charities/Organisations - British Red Cross	1	0.96%
National Charities/Organisations - Citizen Advice Bureau	1	0.96%
Physical Health - Sports	1	0.96%
Total	104	100%