

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

**01/09/2019 - 30/09/2019**

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 at September 2019.

### Map of Need Covenant Officers

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

## Key Findings – September 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 1<sup>st</sup> September 2019, the directory of services included **15,339** markers, each representing a service available to veterans or service families.

From 1<sup>st</sup> September to 30<sup>th</sup> September 2019, the directory attracted **1,940** individual searches for services.

- A total of **603** cases in which no postcodes were recorded were excluded from this analysis.
- A total of **446** cases had users located outside of the UK.
- A total of **891** cases had users located within the UK.

Table 1 provides an overview of the general criteria of searches made through the directory from 1<sup>st</sup> September to 30<sup>th</sup> September 2019 in the UK. This table combines all searches made into general categories of search criteria.

- 'Mental Wellbeing', followed by 'Specific search for an organisation', followed by 'Housing' were the primary general search criteria for users located in the UK from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made through the directory from 1<sup>st</sup> September to 30<sup>th</sup> September 2019 in the UK. The top ten search criteria accessed by users located in the UK during this period are highlighted.

- 'Specific search for an organisation', followed by 'Mental Wellbeing - Accessing Support', followed by 'Mental Wellbeing - Support Groups and Emotional Support' were the primary search criteria for users from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

Figures 1 to 3 illustrate the spatial distribution of all users located across the UK from 1<sup>st</sup> September to 30<sup>th</sup> September 2019, and the spatial hotspots 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 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

- North East, followed by London, followed by North West were the regions with the highest usage from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

Table 4 provides an overview of the 20 local authorities with the highest usage from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

- Newcastle upon Tyne, followed by City of London, followed by Preston were the local authorities with the highest usage from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

Table 5 provides a detailed breakdown of user top search criteria within each region of the UK from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

Tables 6 and 7 provide an overview of the searches that were located outside of the UK.

- 'Physical Health' followed by 'Employment', followed by 'Family and Communities' were the primary general search criteria for users located outside of the UK from 1<sup>st</sup> September to 30<sup>th</sup> September 2019.

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

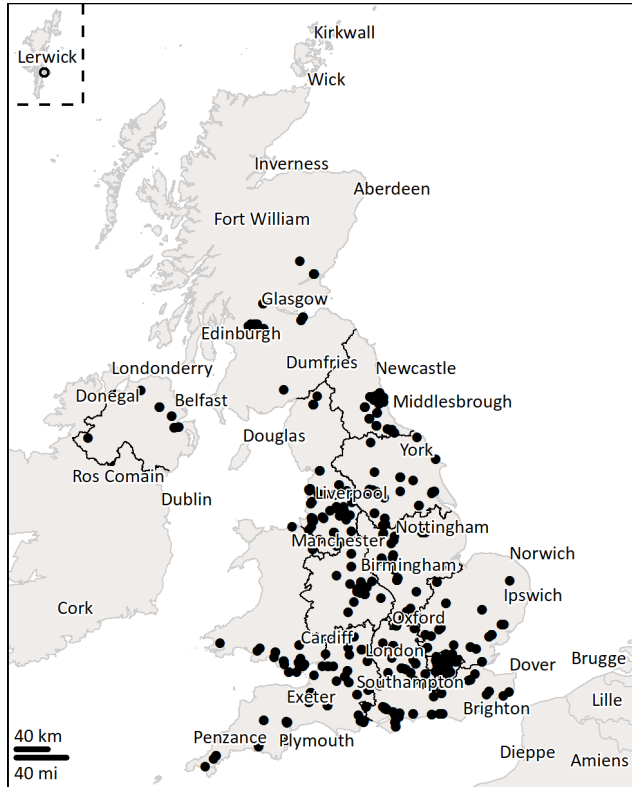
| Search Criteria                     | Search Count | Search Percentage |
|-------------------------------------|--------------|-------------------|
| Mental Wellbeing                    | 185          | 20.76%            |
| Specific search for an organisation | 161          | 18.07%            |
| Housing                             | 136          | 15.26%            |
| Employment                          | 126          | 14.14%            |
| Finances                            | 91           | 10.21%            |
| Family and Communities              | 68           | 7.63%             |
| Physical Health                     | 46           | 5.16%             |
| Local Government Support            | 37           | 4.15%             |
| National Charities/Organisations    | 26           | 2.92%             |
| Legal Support and Advocacy          | 15           | 1.68%             |
| <b>Total</b>                        | <b>891</b>   | <b>100.00%</b>    |

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

| Search Criteria   | Search Count | Search Percentage |
|---|--------------|-------------------|
| Specific search for an organisation                           | 161          | 18.07%            |
| Mental Wellbeing - Accessing Support                          | 86           | 9.65%             |
| Mental Wellbeing - Support Groups and Emotional Support       | 52           | 5.84%             |
| Housing – Homelessness  | 51           | 5.72%             |
| Employment - Education and Training                           | 47           | 5.27%             |
| Employment - Job Seeking                                      | 47           | 5.27%             |
| Housing - Housing Advice and Support                          | 47           | 5.27%             |
| Finances – Grants   | 31           | 3.48%             |
| Finances - Money and Debt Advice                              | 23           | 2.58%             |
| Family and Communities - Support for Carers                   | 16           | 1.80%             |
| Finances – Benefits   | 16           | 1.80%             |
| Family and Communities – Bereavement                          | 14           | 1.57%             |
| National Charities/Organisations - ASDIC Drop In Centres      | 14           | 1.57%             |
| Family and Communities – GPs                                  | 13           | 1.46%             |
| Finances - Pensions and Compensation                          | 13           | 1.46%             |
| Family and Communities - Support Groups and Emotional Support | 12           | 1.35%             |
| Mental Wellbeing - Drug and Alcohol Services                  | 12           | 1.35%             |
| Physical Health - Home and Mobility Aids                      | 12           | 1.35%             |
| Mental Wellbeing – Treatment                                  | 11           | 1.23%             |
| Employment – Transition                                       | 10           | 1.12%             |
| Housing - Eviction and Repossession                           | 10           | 1.12%             |
| Mental Wellbeing – Sports                                     | 10           | 1.12%             |

| Search Criteria   | Search Count | Search Percentage |
|---|--------------|-------------------|
| Employment - Support for Offenders                        | 9            | 1.01%             |
| Housing - Supported Living                                | 9            | 1.01%             |
| Mental Wellbeing – Bereavement                            | 9            | 1.01%             |
| Physical Health - Support Groups and Emotional Support    | 9            | 1.01%             |
| Family and Communities - Drug and Alcohol Services        | 8            | 0.90%             |
| Employment – Volunteering                                 | 7            | 0.79%             |
| Finances - Financial Services                             | 7            | 0.79%             |
| Housing – Retirement                                      | 7            | 0.79%             |
| Legal Support and Advocacy - Legal Advice                 | 7            | 0.79%             |
| Employment - Self Employment                              | 6            | 0.67%             |
| Local Government Support - North East                     | 6            | 0.67%             |
| Physical Health - Healthcare Services                     | 6            | 0.67%             |
| Housing - Independent Living                              | 5            | 0.56%             |
| Legal Support and Advocacy - Legal Advocacy               | 5            | 0.56%             |
| Local Government Support - North West                     | 5            | 0.56%             |
| Local Government Support - South West                     | 5            | 0.56%             |
| Mental Wellbeing – GPs                                    | 5            | 0.56%             |
| Physical Health – Sports                                  | 5            | 0.56%             |
| Family and Communities – Recreation                       | 4            | 0.45%             |
| Housing - Nursing and Dementia Care                       | 4            | 0.45%             |
| Local Government Support – Scotland                       | 4            | 0.45%             |
| National Charities/Organisations - Royal British Legion   | 4            | 0.45%             |
| National Charities/Organisations – SSAFA                  | 4            | 0.45%             |
| Housing - Respite Care (Day Care and Respite)             | 3            | 0.34%             |
| Legal Support and Advocacy - Legal Aid                    | 3            | 0.34%             |
| Local Government Support - East Midlands                  | 3            | 0.34%             |
| Local Government Support – London                         | 3            | 0.34%             |
| Local Government Support - West Midlands                  | 3            | 0.34%             |
| Local Government Support - Yorkshire/ The Humber          | 3            | 0.34%             |
| Physical Health - Drug and Alcohol Services               | 3            | 0.34%             |
| Physical Health - Nursing and Dementia Care               | 3            | 0.34%             |
| Physical Health - Rehabilitation and Recovery             | 3            | 0.34%             |
| Local Government Support – Wales                          | 2            | 0.22%             |
| Physical Health – GPs                                     | 2            | 0.22%             |
| Physical Health - Limb Loss                               | 2            | 0.22%             |
| Family and Communities - Support for the Gurkha Community | 1            | 0.11%             |
| Finances - Support for the Gurkha Community               | 1            | 0.11%             |
| Local Government Support - East of England                | 1            | 0.11%             |
| Local Government Support - Northern Ireland               | 1            | 0.11%             |
| Local Government Support - South East                     | 1            | 0.11%             |
| National Charities/Organisations – Blesma                 | 1            | 0.11%             |
| National Charities/Organisations - Citizen Advice Bureau  | 1            | 0.11%             |
| National Charities/Organisations - Help for Heroes        | 1            | 0.11%             |
| National Charities/Organisations – Mind                   | 1            | 0.11%             |
| Physical Health - Blind Veterans                          | 1            | 0.11%             |
| <b>Total</b>  | <b>891</b>   | <b>100%</b>       |

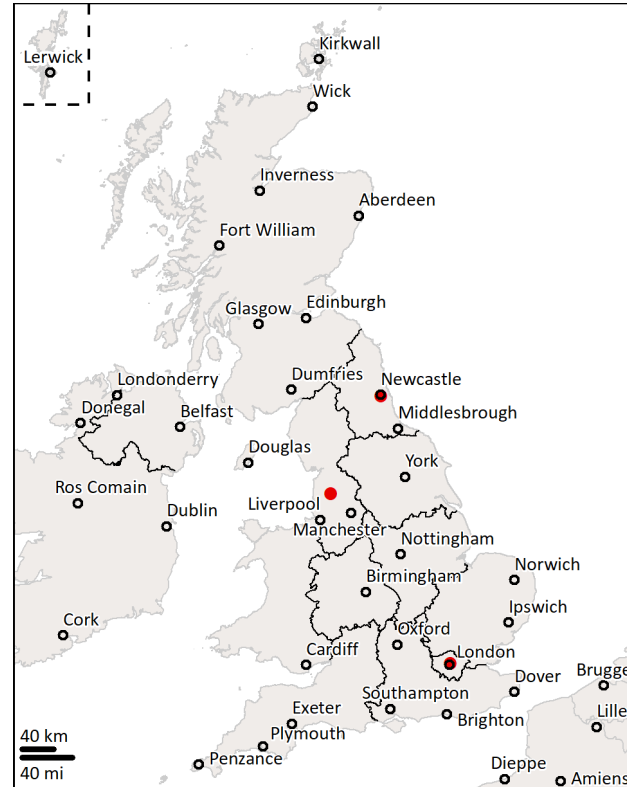
**Figure 1. User locations in the UK  
(01/09/2019 - 30/09/2019)**



Contains public sector information licensed under the Open Government Licence.

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

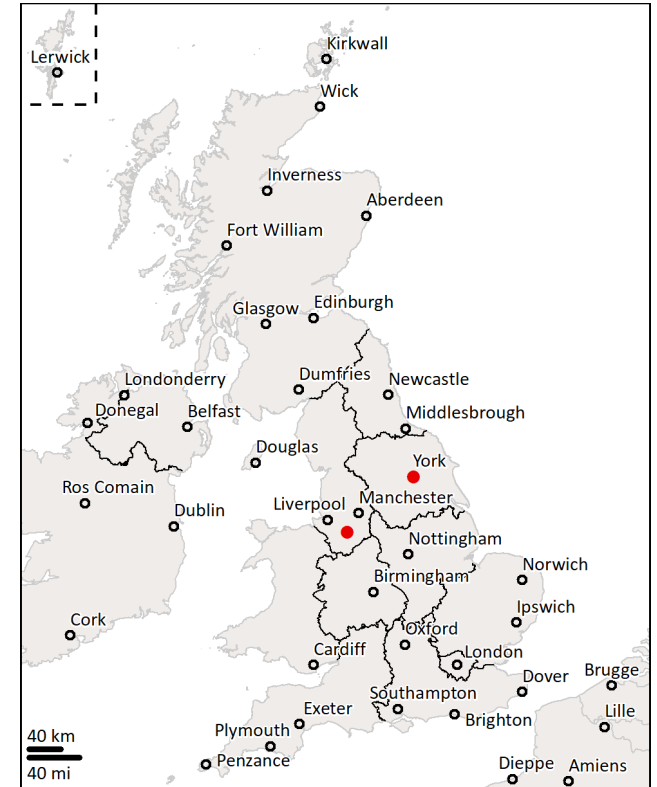
**Figure 2. User hotspots in the UK (01/09/2019 - 30/09/2019)**



Contains public sector information licensed under the Open Government Licence.

*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.*

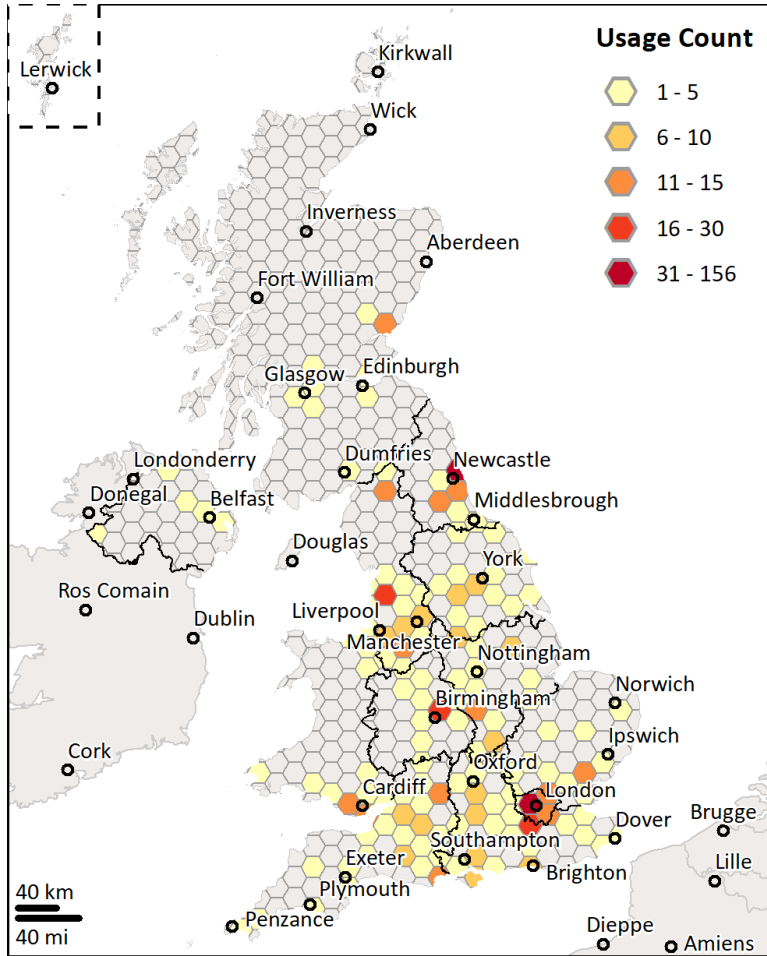
**Figure 3. User outliers in the UK  
(01/09/2019 - 30/09/2019)**



Contains public sector information licensed under the Open Government Licence.

*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 (01/09/2019 - 30/09/2019)**



*Contains public sector information licensed under the Open Government Licence.*

*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 01/09/2019 - 30/09/2019**

**N = 891**

| Region                   | Usage Count | Usage Percentage |
|--------------------------|-------------|------------------|
| North East               | 192         | 21.55%           |
| London                   | 180         | 20.20%           |
| North West               | 105         | 11.78%           |
| South East               | 88          | 9.88%            |
| South West               | 81          | 9.09%            |
| East Midlands            | 49          | 5.50%            |
| East of England          | 42          | 4.71%            |
| Yorkshire and The Humber | 40          | 4.49%            |
| Wales                    | 39          | 4.38%            |
| Scotland                 | 32          | 3.59%            |
| West Midlands            | 30          | 3.37%            |
| Northern Ireland         | 13          | 1.46%            |

**Table 4. Main local authorities for usage (01/09/2019 - 30/09/2019)**

**N = 891**

| Top 20 Local Authorities  | Usage Count | Usage Percentage |
|---------------------------|-------------|------------------|
| Newcastle upon Tyne       | 156         | 17.51%           |
| City of London            | 73          | 8.19%            |
| Preston                   | 23          | 2.58%            |
| County Durham             | 20          | 2.24%            |
| Cheshire West and Chester | 15          | 1.68%            |
| Dundee City               | 15          | 1.68%            |
| Carlisle                  | 13          | 1.46%            |
| Colchester                | 13          | 1.46%            |
| Sutton                    | 13          | 1.46%            |
| Bournemouth               | 12          | 1.35%            |
| Cardiff                   | 12          | 1.35%            |
| Croydon                   | 12          | 1.35%            |
| Wiltshire                 | 12          | 1.35%            |
| Leicester                 | 11          | 1.23%            |
| Merton                    | 11          | 1.23%            |
| Oxford                    | 11          | 1.23%            |
| Cotswold                  | 10          | 1.12%            |
| Sandwell                  | 10          | 1.12%            |
| Southwark                 | 10          | 1.12%            |
| Bridgend                  | 9           | 1.01%            |



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

| Region                  | Top 3 Search Criteria                                   | Usage Count | Percentage of Regional Usage |
|-------------------------|---|-------------|------------------------------|
| <b>East Midlands</b>    | Finances - Grants                                       | 8           | 16.33%                       |
|                         | Housing - Housing Advice and Support                    | 8           | 16.33%                       |
|                         | Employment - Education and Training                     | 3           | 6.12%                        |
|                         |   |             |                              |
| <b>East of England</b>  | Specific search for an organisation                     | 7           | 16.67%                       |
|                         | Housing - Housing Advice and Support                    | 6           | 14.29%                       |
|                         | Employment - Job Seeking                                | 5           | 11.90%                       |
|                         |   |             |                              |
| <b>London</b>           | Housing - Homelessness                                  | 27          | 15.00%                       |
|                         | Specific search for an organisation                     | 17          | 9.44%                        |
|                         | Mental Wellbeing - Accessing Support                    | 14          | 7.78%                        |
|                         |   |             |                              |
| <b>North East</b>       | Specific search for an organisation                     | 133         | 69.27%                       |
|                         | Finances - Money and Debt Advice                        | 6           | 3.13%                        |
|                         | Local Government Support - North East                   | 6           | 3.13%                        |
|                         |   |             |                              |
| <b>North West</b>       | Mental Wellbeing - Support Groups and Emotional Support | 14          | 13.33%                       |
|                         | Family and Communities - GPs                            | 11          | 10.48%                       |
|                         | Mental Wellbeing - Accessing Support                    | 9           | 8.57%                        |
|                         |   |             |                              |
| <b>Northern Ireland</b> | Finances - Pensions and Compensation                    | 3           | 23.08%                       |
|                         | Mental Wellbeing - Accessing Support                    | 3           | 23.08%                       |
|                         | Family and Communities - Recreation                     | 1           | 7.69%                        |
|                         |   |             |                              |
| <b>Scotland</b>         | Mental Wellbeing - Accessing Support                    | 15          | 46.88%                       |
|                         | Housing - Housing Advice and Support                    | 6           | 18.75%                       |
|                         | Finances - Grants                                       | 2           | 6.25%                        |
|                         |   |             |                              |
| <b>South East</b>       | Mental Wellbeing - Accessing Support                    | 15          | 17.05%                       |
|                         | Employment - Job Seeking                                | 14          | 15.91%                       |
|                         | Mental Wellbeing - Support Groups and Emotional Support | 5           | 5.68%                        |
|                         |   |             |                              |
| <b>South West</b>       | Employment - Education and Training                     | 10          | 12.35%                       |
|                         | Finances - Grants                                       | 7           | 8.64%                        |
|                         | Mental Wellbeing - Accessing Support                    | 7           | 8.64%                        |
|                         |   |             |                              |
| <b>Wales</b>            | Employment - Job Seeking                                | 5           | 12.82%                       |
|                         | Mental Wellbeing - Accessing Support                    | 4           | 10.26%                       |
|                         | Housing - Homelessness                                  | 3           | 7.69%                        |
|                         |   |             |                              |
| <b>West Midlands</b>    | Mental Wellbeing - Accessing Support                    | 9           | 30.00%                       |

| Region                   | Top 3 Search Criteria                                   | Usage Count | Percentage of Regional Usage |
|--------------------------|---|-------------|------------------------------|
|                          | Employment - Education and Training                     | 5           | 16.67%                       |
|                          | Mental Wellbeing - Support Groups and Emotional Support | 5           | 16.67%                       |
|                          |   |             |                              |
| Yorkshire and The Humber | Employment - Education and Training                     | 6           | 15.00%                       |
|                          | Mental Wellbeing - Drug and Alcohol Services            | 6           | 15.00%                       |
|                          | Mental Wellbeing - Accessing Support                    | 5           | 12.50%                       |

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

| Search Criteria                     | Search Count outside of the UK | Search Percentage |
|-------------------------------------|--------------------------------|-------------------|
| Physical Health                     | 150                            | 33.63%            |
| Employment                          | 125                            | 28.03%            |
| Family and Communities              | 72                             | 16.14%            |
| Legal Support and Advocacy          | 39                             | 8.74%             |
| Housing                             | 25                             | 5.61%             |
| National Charities/Organisations    | 14                             | 3.14%             |
| Specific search for an organisation | 14                             | 3.14%             |
| Mental Wellbeing                    | 4                              | 0.90%             |
| Local Government Support            | 2                              | 0.45%             |
| Finances                            | 1                              | 0.22%             |
| <b>Total</b>                        | <b>446</b>                     | <b>100.00%</b>    |

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

| Search Criteria  | Search Count outside of the UK | Search Percentage |
|--|--------------------------------|-------------------|
| Physical Health - Support Groups and Emotional Support   | 146                            | 32.74%            |
| Family and Communities - Bereavement                     | 66                             | 14.80%            |
| Employment - Education and Training                      | 61                             | 13.68%            |
| Employment – Volunteering                                | 51                             | 11.43%            |
| Legal Support and Advocacy - Legal Advice                | 34                             | 7.62%             |
| Specific search for an organisation                      | 14                             | 3.14%             |
| National Charities/Organisations - Citizen Advice Bureau | 13                             | 2.91%             |
| Housing – Homelessness                                   | 10                             | 2.24%             |
| Employment - Job Seeking                                 | 8                              | 1.79%             |
| Housing - Respite Care (Day Care and Respite)            | 6                              | 1.35%             |
| Housing - Nursing and Dementia Care                      | 5                              | 1.12%             |
| Legal Support and Advocacy - Legal Advocacy              | 5                              | 1.12%             |
| Employment - Self Employment                             | 3                              | 0.67%             |
| Family and Communities - Drug and Alcohol Services       | 3                              | 0.67%             |
| Housing - Independent Living                             | 3                              | 0.67%             |

| <b>Search Criteria</b>   | <b>Search Count<br/>outside of the UK</b> | <b>Search<br/>Percentage</b> |
|--|---|------------------------------|
| <b>Employment – Transition</b>                                       | 2   | 0.45%                        |
| <b>Family and Communities - Support for Carers</b>                   | 2   | 0.45%                        |
| <b>Local Government Support - South West</b>                         | 2   | 0.45%                        |
| <b>Mental Wellbeing – Bereavement</b>                                | 2   | 0.45%                        |
| <b>Physical Health - Blind Veterans</b>                              | 2   | 0.45%                        |
| <b>Family and Communities - Support Groups and Emotional Support</b> | 1   | 0.22%                        |
| <b>Finances - Financial Services</b>                                 | 1   | 0.22%                        |
| <b>Housing - Eviction and Repossession</b>                           | 1   | 0.22%                        |
| <b>Mental Wellbeing – Sports</b>                                     | 1   | 0.22%                        |
| <b>Mental Wellbeing - Support Groups and Emotional Support</b>       | 1   | 0.22%                        |
| <b>National Charities/Organisations - ASDIC Drop In Centres</b>      | 1   | 0.22%                        |
| <b>Physical Health - Drug and Alcohol Services</b>                   | 1   | 0.22%                        |
| <b>Physical Health - End of Life Care</b>                            | 1   | 0.22%                        |
| <b>Total</b>   | <b>446</b>                                | <b>100%</b>                  |