

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

## **September 2020**

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

**ARMED FORCES  
COVENANT**

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**FUND TRUST**

**The Northern Hub for Veterans and Military Families Research**



**Northumbria  
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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 of October 2020.

### Map of Need Covenant Officers

<b>UK Wide COs</b>	<b>Coverage</b>
The Royal British Legion	UK
Cobseo	UK
Help For Heroes	UK
<b>England COs</b>	<b>Coverage</b>
Greater Manchester Combined Authority	Manchester City, Bolton, Bury, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, Wigan
Dorset Local Authority	Dorset, Poole, Christchurch
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
Norfolk County Council	Norfolk
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 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 1<sup>st</sup> October 2020, the directory of services included **16,833** markers, each representing a service available to veterans or service families.

During September 2020, the directory attracted **1,780** individual searches for services.

- A total of **3** cases were from the NHS Durham Dales social prescribing pilot project.
- A total of **1,253** cases were from the mobile version of the directory.
- A total of **524** cases were from the online directory of services (Local Support) on Veterans' Gateway.
- Amongst **524** cases that had the online directory of services as the referrer, a total of **53** cases had users located overseas or with a null location, and a total of **471** cases had users located within the UK.
- Amongst **1,253** cases that had the mobile directory of services as the referrer, a total of **96** cases had users located overseas or with a null location, and a total of **1,157** cases had users located within the UK.
  
- When considering both the online and mobile directory, 'Mental Wellbeing - Accessing Support', followed by 'Employment - Education and Training' and 'Employment - Job Seeking' were the primary search criteria. In September, searches related to these three criteria concentrated almost a quarter of all the usage.

## Key Findings – Online directory, September 2020 (N= 471)

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

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

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

- 'Housing - Homelessness', followed by 'Mental Wellbeing - Accessing Support' and 'Family and Communities - Drug and Alcohol Services' were the primary online search criteria.

Figures 5 to 7 illustrate the spatial distribution of all online users located across the UK during September 2020, and the spatial hotspots and outliers in terms of usage.

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

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

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

- Wandsworth followed by Bexley and City of London were the local authorities with the highest online usage.

## **Key Findings – Mobile directory, September 2020 (N= 1,157)**

Table 9 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during September 2020. This table combines all mobile searches made into general categories of search criteria.

- 'Employment', followed by 'Mental Wellbeing' and 'Finances' were the primary general mobile search criteria for users located in the UK during September 2020.

Table 10 provides a more detailed breakdown of the exact criteria of all mobile searches made UK-wide through the directory during September 2020. The top ten mobile search criteria accessed by users located in the UK during September 2020 are highlighted.

- 'Employment - Education and Training', followed by 'Mental Wellbeing - Accessing Support' and 'Employment - Job Seeking' were the primary mobile search criteria.

Figures 9 to 11 illustrate the spatial distribution of all mobile users located across the UK during September 2020.

Table 11 provides an overview of the mobile usage across each country/region of the UK during September 2020.

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

Table 12 provides an overview of the 20 local authorities with the highest mobile usage during September 2020.

- Pendle followed by Cornwall and Inverclyde were the local authorities with the highest mobile usage.

### Mobile platform performance data

- Total downloads since app launch, 3,920 on Apple and 3,288 on Android.
- Number of software crashes since app launch, 11 on Apple and 126 on Android.
- Number of downloads in September, 260 on Apple and 438 on Android.
- Number of software crashes in September, 0 on Apple and 4 on Android.

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

**Table 1. General search criteria from users located in the UK – Online & Mobile directory,  
September 2020**

Search Criteria	Search Count	Search Percentage
Employment	326	20.02%
Mental Wellbeing	326	20.02%
Housing	220	13.51%
Finances	204	12.53%
Physical Health	163	10.01%
Family and Communities	134	8.23%
COVID-19 Local Support	89	5.47%
National Charities/Organisations	71	4.36%
Specific search for an organisation	49	3.01%
Legal Support and Advocacy	46	2.83%
<b>Total</b>	<b>1,628</b>	<b>100%</b>

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

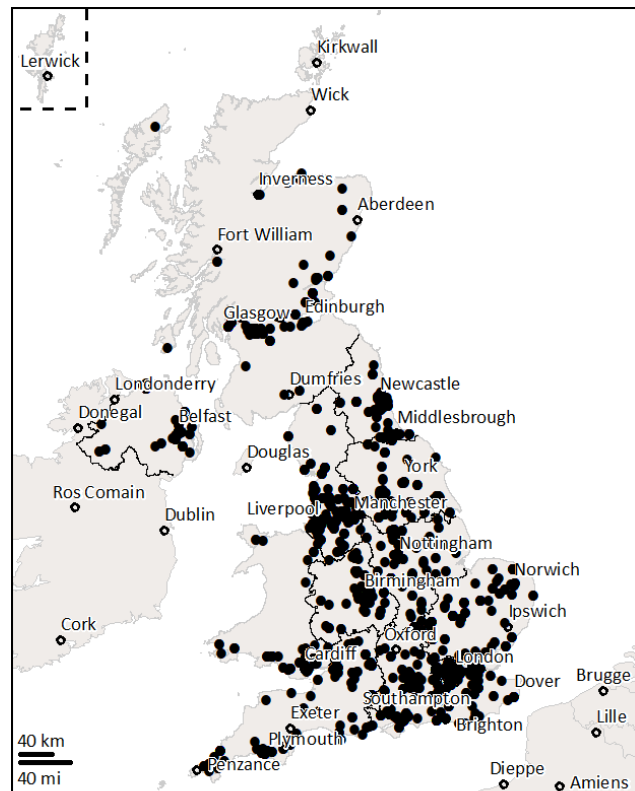
Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	150	9.21%
Employment - Education and Training	121	7.43%
Employment - Job Seeking	96	5.90%
Housing - Homelessness	84	5.16%
Finances - Grants	66	4.05%
Mental Wellbeing - Support Groups and Emotional Support	64	3.93%
Housing - Housing Advice and Support	61	3.75%
Finances - Pensions and Compensation	55	3.38%
Family and Communities - Drug and Alcohol Services	50	3.07%
Specific search for an organisation	49	3.01%
Finances - Benefits	48	2.95%
Employment - Self Employment	39	2.40%
Employment - Volunteering	38	2.33%
Mental Wellbeing - Treatment	36	2.21%
Legal Support and Advocacy - Legal Advice	32	1.97%
Mental Wellbeing - Drug and Alcohol Services	32	1.97%
Physical Health - Sports	30	1.84%
Family and Communities - Recreation	27	1.66%
Finances - Money and Debt Advice	25	1.54%
Physical Health - Home and Mobility Aids	25	1.54%
Housing - Retirement	22	1.35%
Family and Communities - Support Groups and Emotional Support	21	1.29%
Physical Health - Support Groups and Emotional Support	21	1.29%
Housing - Independent Living	20	1.23%
Employment - Transition	19	1.17%
COVID-19 Local Support - South West	17	1.04%
Mental Wellbeing - Sports	16	0.98%
National Charities/Organisations - ASDIC Drop In Centres	16	0.98%
National Charities/Organisations - Royal British Legion	16	0.98%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
Physical Health - Rehabilitation and Recovery	16	0.98%
Physical Health - Healthcare Services	15	0.92%
National Charities/Organisations - Mind	14	0.86%
Employment - Support for Offenders	13	0.80%
Housing - Eviction and Repossession	13	0.80%
COVID-19 Local Support - North West	12	0.74%
Family and Communities - Bereavement	12	0.74%
Family and Communities - Support for Carers	12	0.74%
Mental Wellbeing - Bereavement	12	0.74%
Physical Health - North West	12	0.74%
COVID-19 Local Support - Scotland	11	0.68%
COVID-19 Local Support - Yorkshire/ The Humber	9	0.55%
Housing - Nursing and Dementia Care	9	0.55%
National Charities/Organisations - Help for Heroes	9	0.55%
COVID-19 Local Support - East Midlands	8	0.49%
COVID-19 Local Support - East of England	8	0.49%
Finances - Financial Services	8	0.49%
Housing - Supported Living	8	0.49%
COVID-19 Local Support - London	7	0.43%
COVID-19 Local Support - North East	7	0.43%
Legal Support and Advocacy - Legal Advocacy	7	0.43%
Legal Support and Advocacy - Legal Aid	7	0.43%
COVID-19 Local Support - Wales	6	0.37%
National Charities/Organisations - Citizen Advice Bureau	5	0.31%
Physical Health - Drug and Alcohol Services	5	0.31%
Physical Health - Limb Loss	5	0.31%
Physical Health - West Midlands	5	0.31%
Mental Wellbeing - South West	4	0.25%
Mental Wellbeing - West Midlands	4	0.25%
Physical Health - Nursing and Dementia Care	4	0.25%
Physical Health - South West	4	0.25%
Physical Health - Wales and Outside Regions	4	0.25%
COVID-19 Local Support - West Midlands	3	0.18%
Family and Communities - North West	3	0.18%
Family and Communities - South East	3	0.18%
Housing - Respite Care (Day Care and Respite)	3	0.18%
Mental Wellbeing - South East	3	0.18%
Physical Health - Blind Veterans	3	0.18%
Physical Health - End of Life Care	3	0.18%
Physical Health - North East	3	0.18%
Physical Health - Yorkshire/The Humber	3	0.18%
Family and Communities - East of England	2	0.12%
Family and Communities - North East	2	0.12%
Finances - Support for the Gurkha Community	2	0.12%
Mental Wellbeing - North East	2	0.12%
Mental Wellbeing - Yorkshire/The Humber	2	0.12%
National Charities/Organisations - Blesma	2	0.12%
National Charities/Organisations - Legion Scotland	2	0.12%
National Charities/Organisations - Places to Go	2	0.12%
Physical Health - East of England	2	0.12%
Physical Health - South East	2	0.12%
COVID-19 Local Support - Northern Ireland	1	0.06%
Family and Communities - Wales and Outside Regions	1	0.06%
Family and Communities - Yorkshire/The Humber	1	0.06%
Mental Wellbeing - North West	1	0.06%
National Charities/Organisations - British Red Cross	1	0.06%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
<b>National Charities/Organisations - Combat Stress</b>	1	0.06%
<b>National Charities/Organisations - Get Active</b>	1	0.06%
<b>National Charities/Organisations - Get More Specialist Help</b>	1	0.06%
<b>National Charities/Organisations - Supporting Additional Needs</b>	1	0.06%
<b>Physical Health - East Midlands</b>	1	0.06%
<b>Total</b>	<b>1,628</b>	<b>100%</b>



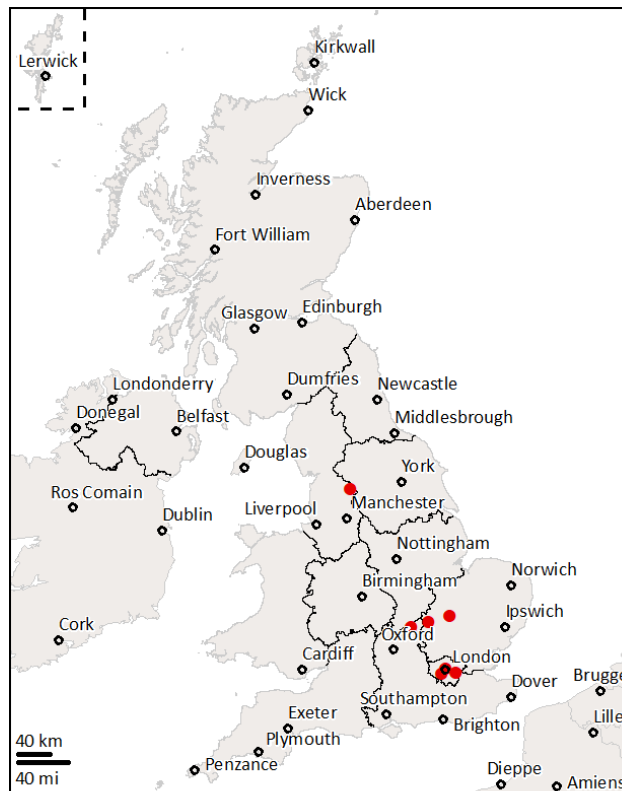
**Figure 1. User locations in the UK – Online & Mobile directory, September 2020**



*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 2020.*

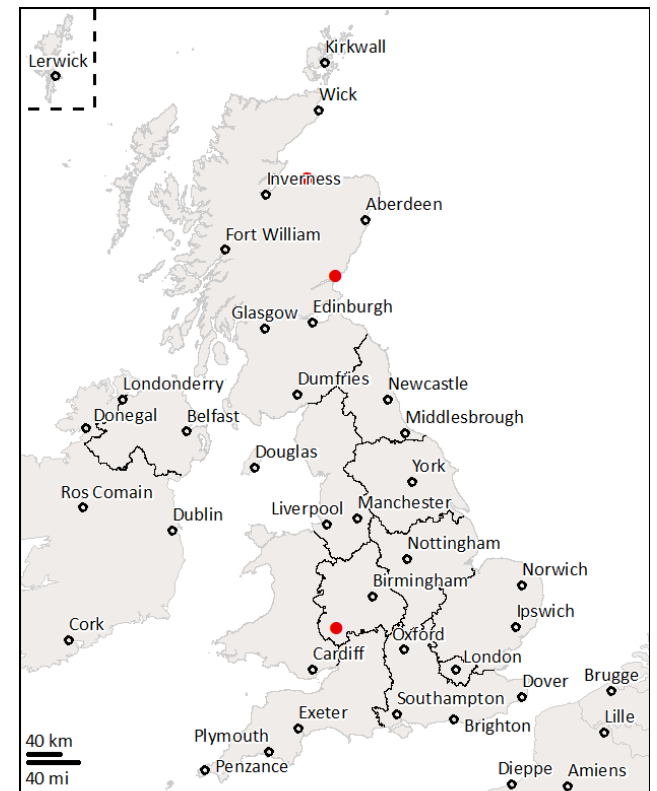
**Figure 2. User hotspots in the UK – Online & Mobile directory, September 2020**



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*The figure above shows postcode districts that can be considered hotspots, because they have a high number of directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.*

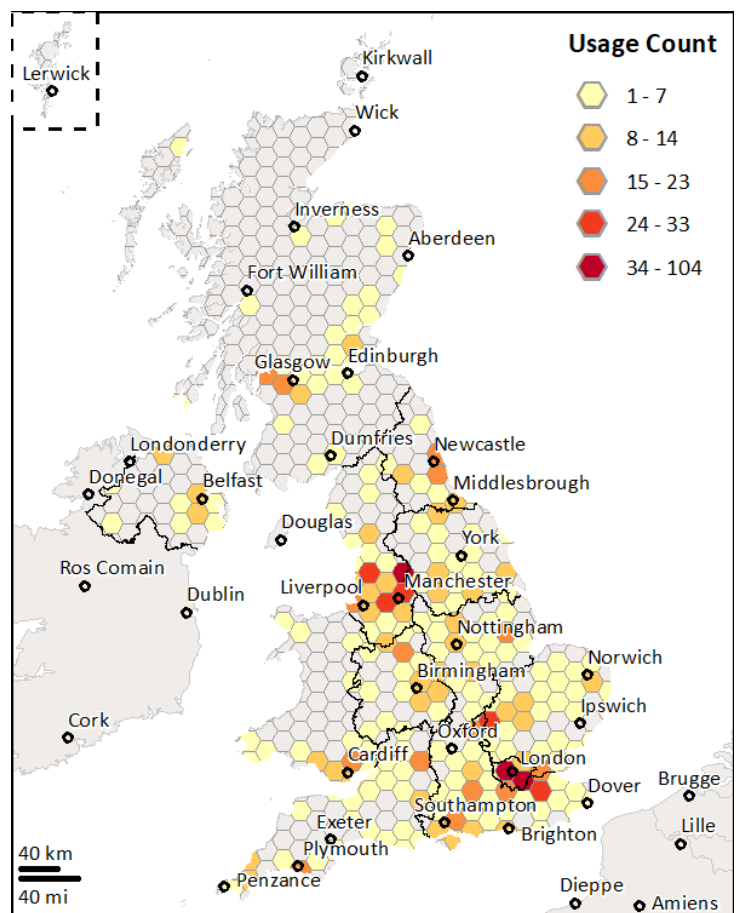
**Figure 3. User outliers in the UK – Online & Mobile directory, September 2020**



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*The figure above shows postcode districts that can be considered 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 – Online & Mobile directory, September 2020**



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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 – Online & Mobile directory, September 2020**

**N = 1628**

Region	Usage Count	Usage Percentage
North West	317	19.47%
South East	212	13.02%
London	180	11.06%
East of England	155	9.52%
South West	131	8.05%
Scotland	123	7.56%
East Midlands	114	7.00%
Yorkshire and The Humber	97	5.96%
North East	88	5.41%
West Midlands	84	5.16%
Wales	74	4.55%
Northern Ireland	53	3.26%

**Table 4. Main local authorities for usage – Online & Mobile directory, September 2020**

**N = 1628**

Top 20 Local Authorities	Usage Count	Usage Percentage
Pendle	96	5.90%
Wandsworth	46	2.83%
Bexley	39	2.40%
City of London	28	1.72%
Cornwall	26	1.60%
Inverclyde	22	1.35%
Plymouth	21	1.29%
Wiltshire	21	1.29%
Northumberland	19	1.17%
Glasgow City	19	1.17%
Fife	18	1.11%
Bedford	18	1.11%
Salford	18	1.11%
Cheshire East	18	1.11%
Medway	18	1.11%
South Northamptonshire	16	0.98%
Lancaster	15	0.92%
South Cambridgeshire	14	0.86%
Portsmouth	14	0.86%
Fylde	14	0.86%

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

**Table 5. General search criteria from users located in the UK – Online directory, September 2020**

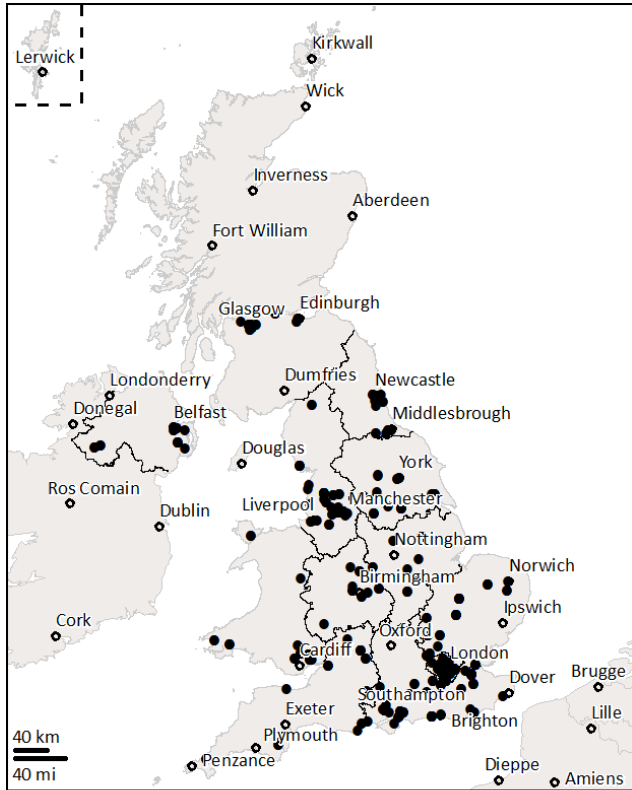
Search Criteria	Search Count	Search Percentage
Housing	106	22.51%
Mental Wellbeing	106	22.51%
Family and Communities	70	14.86%
Employment	39	8.28%
Physical Health	35	7.43%
Finances	30	6.37%
Specific search for an organisation	28	5.94%
National Charities/Organisations	22	4.67%
COVID-19 Local Support	21	4.46%
Legal Support and Advocacy	14	2.97%
<b>Total</b>	<b>471</b>	<b>100%</b>

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

Search Criteria	Search Count	Search Percentage
Housing - Homelessness	44	9.34%
Mental Wellbeing - Accessing Support	44	9.34%
Family and Communities - Drug and Alcohol Services	42	8.92%
Housing - Housing Advice and Support	28	5.94%
Specific search for an organisation	28	5.94%
Mental Wellbeing - Support Groups and Emotional Support	26	5.52%
Family and Communities - Recreation	19	4.03%
Employment - Job Seeking	15	3.18%
Mental Wellbeing - Treatment	15	3.18%
Housing - Independent Living	12	2.55%
Legal Support and Advocacy - Legal Advice	12	2.55%
Mental Wellbeing - Drug and Alcohol Services	11	2.34%
Employment - Education and Training	10	2.12%
Finances - Grants	10	2.12%
National Charities/Organisations - ASDIC Drop In Centres	10	2.12%
Employment - Self Employment	9	1.91%
Finances - Pensions and Compensation	9	1.91%
Housing - Eviction and Repossession	9	1.91%
Physical Health - North West	7	1.49%
COVID-19 Local Support - South West	6	1.27%
Housing - Nursing and Dementia Care	6	1.27%
Mental Wellbeing - Bereavement	6	1.27%
COVID-19 Local Support - North West	5	1.06%
Family and Communities - Support Groups and Emotional Support	5	1.06%
Finances - Money and Debt Advice	5	1.06%
Physical Health - Drug and Alcohol Services	5	1.06%
Physical Health - Sports	5	1.06%
COVID-19 Local Support - London	4	0.85%
COVID-19 Local Support - Wales	4	0.85%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
<b>Employment - Volunteering</b>	4	0.85%
<b>Housing - Supported Living</b>	4	0.85%
<b>Physical Health - Healthcare Services</b>	4	0.85%
<b>Physical Health - Support Groups and Emotional Support</b>	4	0.85%
<b>Finances - Benefits</b>	3	0.64%
<b>Finances - Financial Services</b>	3	0.64%
<b>National Charities/Organisations - Citizen Advice Bureau</b>	3	0.64%
<b>National Charities/Organisations - Royal British Legion</b>	3	0.64%
<b>Physical Health - Limb Loss</b>	3	0.64%
<b>Family and Communities - South East</b>	2	0.42%
<b>Family and Communities - Support for Carers</b>	2	0.42%
<b>Housing - Retirement</b>	2	0.42%
<b>Legal Support and Advocacy - Legal Aid</b>	2	0.42%
<b>Mental Wellbeing - South East</b>	2	0.42%
<b>Mental Wellbeing - Sports</b>	2	0.42%
<b>National Charities/Organisations - Help for Heroes</b>	2	0.42%
<b>Physical Health - Home and Mobility Aids</b>	2	0.42%
<b>Physical Health - South East</b>	2	0.42%
<b>COVID-19 Local Support - North East</b>	1	0.21%
<b>COVID-19 Local Support - Scotland</b>	1	0.21%
<b>Employment - Transition</b>	1	0.21%
<b>Housing - Respite Care (Day Care and Respite)</b>	1	0.21%
<b>National Charities/Organisations - Blesma</b>	1	0.21%
<b>Total</b>	<b>471</b>	<b>100%</b>

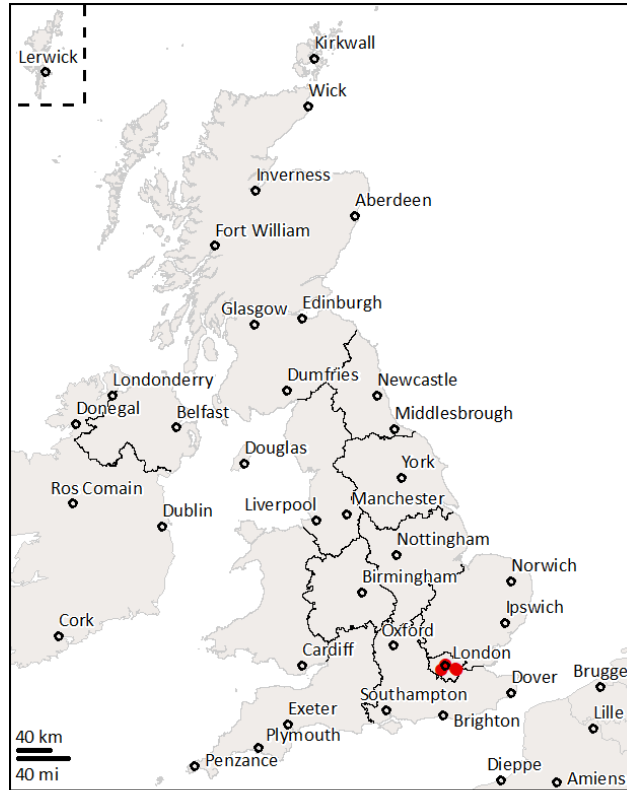
**Figure 5. User locations in the UK – Online directory, September 2020**



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

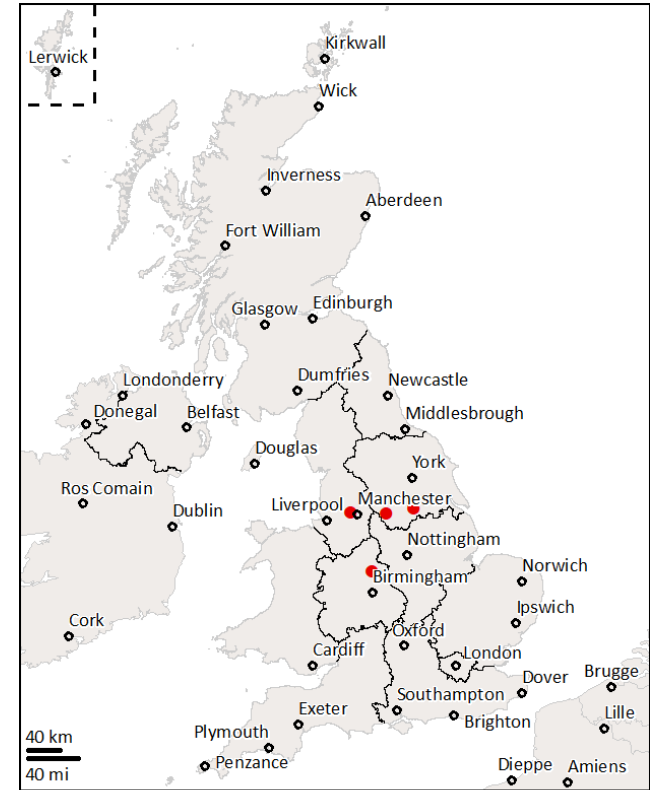
**Figure 6. User hotspots in the UK – Online directory, September 2020**



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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.*

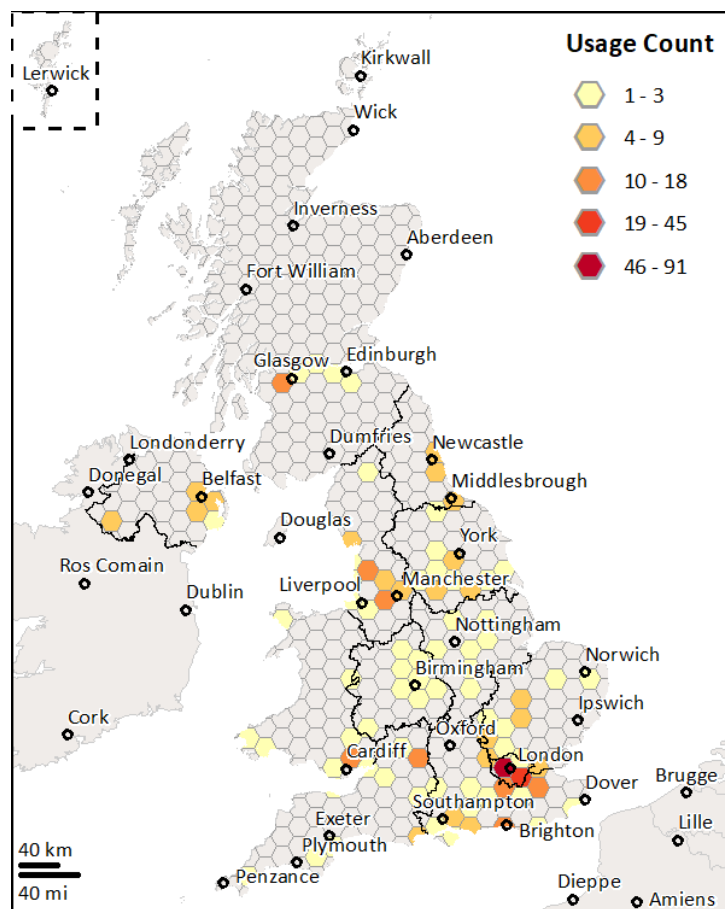
**Figure 7. User outliers in the UK – Online directory, September 2020**



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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 8. User locations in the UK – Online directory, September 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 7. UK regional usage – Online directory, September 2020**

N = 471

Region	Usage Count	Usage Percentage
London	141	29.94%
South East	72	15.29%
North West	51	10.83%
East of England	46	9.77%
Wales	29	6.16%
South West	25	5.31%
Yorkshire and The Humber	23	4.88%
Scotland	21	4.46%
North East	18	3.82%
Northern Ireland	18	3.82%
West Midlands	17	3.61%
East Midlands	10	2.12%

**Table 8. Main local authorities for usage – Online directory, September 2020**

N = 471

Top 20 Local Authorities	Usage Count	Usage Percentage
Wandsworth	45	9.55%
Bexley	33	7.01%
City of London	28	5.94%
Medway	14	2.97%
Glasgow City	13	2.76%
Preston	11	2.34%
Worthing	10	2.12%
Bromley	9	1.91%
Salford	9	1.91%
Caerphilly	9	1.91%
Havant	9	1.91%
East Cambridgeshire	8	1.70%
Haringey	8	1.70%
Belfast	7	1.49%
Luton	7	1.49%
Cotswold	7	1.49%
Croydon	7	1.49%
Cambridge	7	1.49%
Castle Point	7	1.49%
Tandridge	6	1.27%

## Usage of the Veterans' Gateway mobile directory of services

**Table 9. General search criteria from users located in the UK – Mobile directory, September 2020**

Search Criteria	Search Count	Search Percentage
Employment	287	24.81%
Mental Wellbeing	220	19.01%
Finances	174	15.04%
Physical Health	128	11.06%
Housing	114	9.85%
COVID-19 Local Support	68	5.88%
Family and Communities	64	5.53%
National Charities/Organisations	49	4.24%
Legal Support and Advocacy	32	2.77%
Specific search for an organisation	21	1.82%
<b>Total</b>	<b>1,157</b>	<b>100%</b>

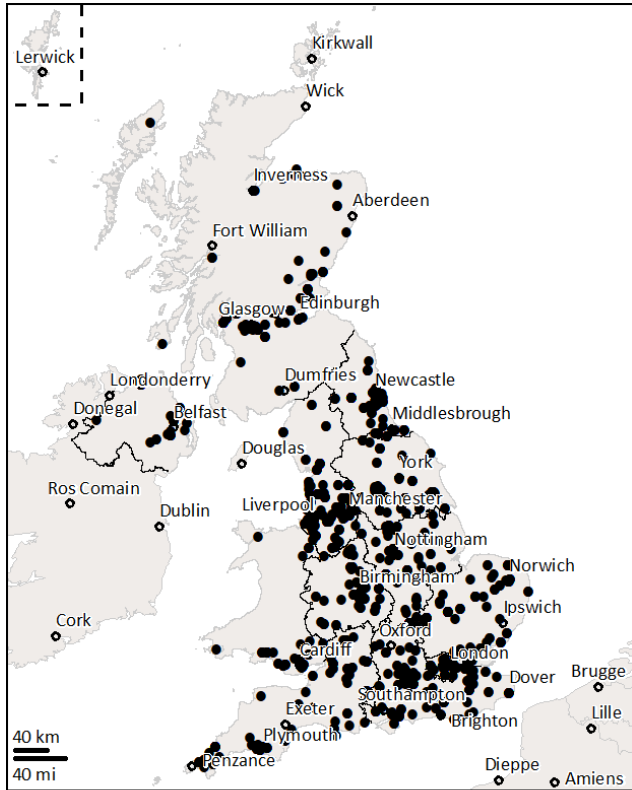
**Table 10. A detailed breakdown of exact search criteria from users located in the UK – Mobile directory, September 2020**

Search Criteria	Search Count	Search Percentage
Employment - Education and Training	111	9.59%
Mental Wellbeing - Accessing Support	106	9.16%
Employment - Job Seeking	81	7.00%
Finances - Grants	56	4.84%
Finances - Pensions and Compensation	46	3.98%
Finances - Benefits	45	3.89%
Housing - Homelessness	40	3.46%
Mental Wellbeing - Support Groups and Emotional Support	38	3.28%
Employment - Volunteering	34	2.94%
Housing - Housing Advice and Support	33	2.85%
Employment - Self Employment	30	2.59%
Physical Health - GPs	26	2.25%
Physical Health - Sports	25	2.16%
Physical Health - Home and Mobility Aids	23	1.99%
Specific search for an organisation - Specific search for an organisation	21	1.82%
Mental Wellbeing - Treatment	21	1.82%
Mental Wellbeing - Drug and Alcohol Services	21	1.82%
Finances - Money and Debt Advice	20	1.73%
Legal Support and Advocacy - Legal Advice	20	1.73%
Housing - Retirement	20	1.73%
Employment - Transition	18	1.56%
Physical Health - Support Groups and Emotional Support	17	1.47%
Family and Communities - Support Groups and Emotional Support	16	1.38%
Physical Health - Rehabilitation and Recovery	15	1.30%
Mental Wellbeing - Sports	14	1.21%
Mental Wellbeing - GPs	14	1.21%
National Charities/Organisations - Royal British Legion	13	1.12%
National Charities/Organisations - Mind	13	1.12%
Employment - Support for Offenders	13	1.12%

Search Criteria	Search Count	Search Percentage
Family and Communities - Bereavement	12	1.04%
Physical Health - Healthcare Services	11	0.95%
COVID-19 Local Support - South West	11	0.95%
COVID-19 Local Support - Scotland	10	0.86%
Family and Communities - GPs	10	0.86%
Family and Communities - Support for Carers	10	0.86%
COVID-19 Local Support - Yorkshire/ The Humber	9	0.78%
COVID-19 Local Support - East Midlands	8	0.69%
Family and Communities - Recreation	8	0.69%
Family and Communities - Drug and Alcohol Services	8	0.69%
Housing - Independent Living	8	0.69%
COVID-19 Local Support - East of England	8	0.69%
COVID-19 Local Support - North West	7	0.61%
Legal Support and Advocacy - Legal Advocacy	7	0.61%
National Charities/Organisations - Help for Heroes	7	0.61%
COVID-19 Local Support - North East	6	0.52%
National Charities/Organisations - ASDIC Drop In Centres	6	0.52%
Mental Wellbeing - Bereavement	6	0.52%
Finances - Financial Services	5	0.43%
Legal Support and Advocacy - Legal Aid	5	0.43%
Physical Health - Nursing and Dementia Care	4	0.35%
Housing - Supported Living	4	0.35%
Housing - Eviction and Repossession	4	0.35%
National Charities/Organisations - Armed Forces Covenant Fund Trust	4	0.35%
COVID-19 Local Support - West Midlands	3	0.26%
COVID-19 Local Support - London	3	0.26%
Physical Health - Blind Veterans	3	0.26%
Housing - Nursing and Dementia Care	3	0.26%
Physical Health - End of Life Care	2	0.17%
Housing - Respite Care (Day Care and Respite)	2	0.17%
National Charities/Organisations - Legion Scotland	2	0.17%
National Charities/Organisations - Citizen Advice Bureau	2	0.17%
Finances - Support for the Gurkha Community	2	0.17%
COVID-19 Local Support - Wales	2	0.17%
Physical Health - Limb Loss	2	0.17%
National Charities/Organisations - British Red Cross	1	0.09%
National Charities/Organisations - Blesma	1	0.09%
COVID-19 Local Support - Northern Ireland	1	0.09%
<b>Total</b>	<b>1,157</b>	<b>100%</b>



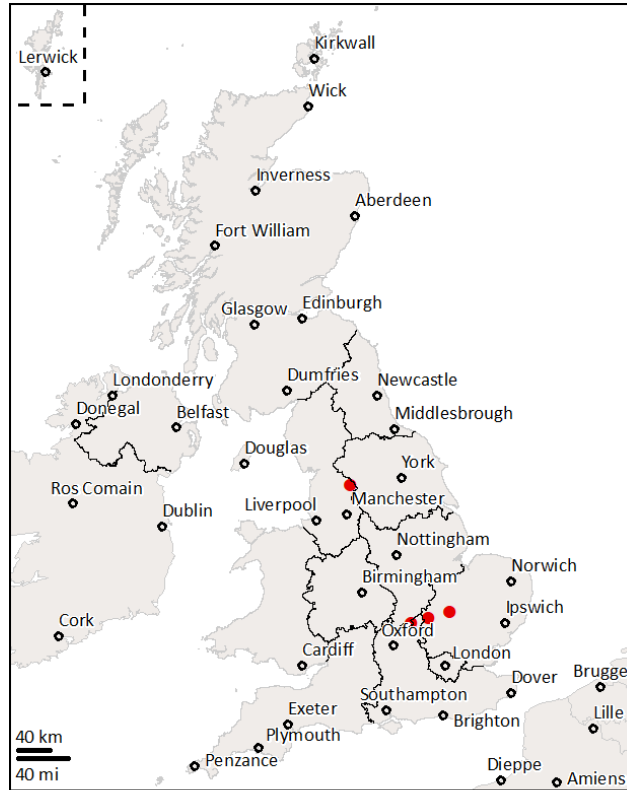
**Figure 9. User locations in the UK – Mobile directory, September 2020**



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*The figure above shows the location of all the postcode districts with mobile users during September 2020.*

**Figure 10. User hotspots in the UK – Mobile directory, September 2020**



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

*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.*

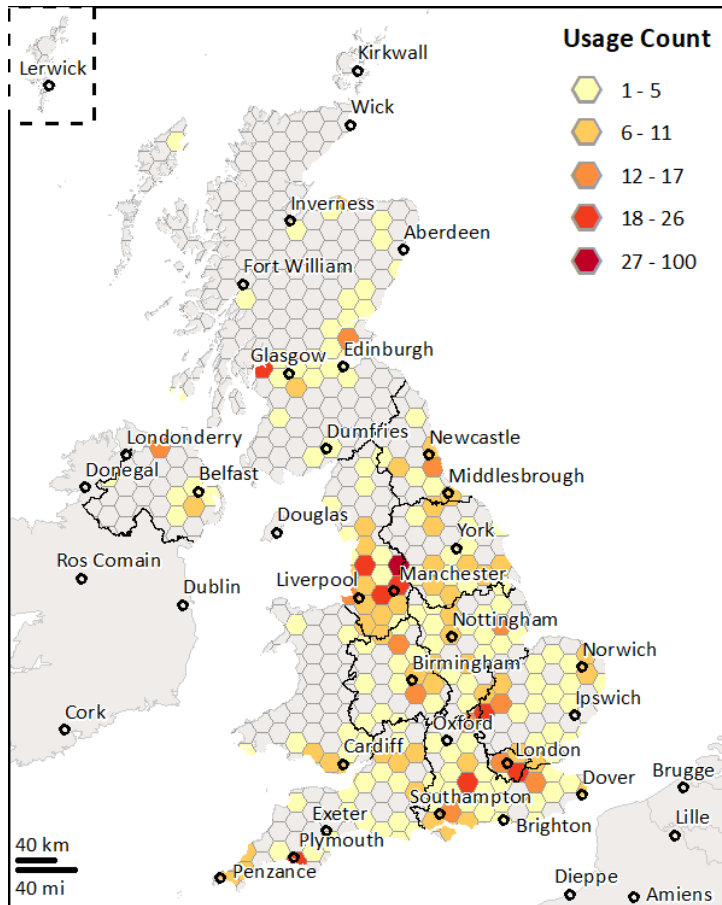
**Figure 11. User outliers in the UK – Mobile directory, September 2020**



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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 12. User locations in the UK – Mobile directory, September 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 11. UK regional usage – Mobile directory, September 2020**

**N = 1,157**

Region	Usage Count	Usage Percentage
North West	266	22.99%
South East	140	12.10%
East of England	109	9.42%
South West	106	9.16%
East Midlands	104	8.99%
Scotland	102	8.82%
Yorkshire and The Humber	74	6.40%
North East	70	6.05%
West Midlands	67	5.79%
Wales	45	3.89%
London	39	3.37%
Northern Ireland	35	3.03%

**Table 12. Main local authorities for usage – Mobile directory, September 2020**

**N = 1,157**

Top 20 Local Authorities	Usage Count	Usage Percentage
Pendle	96	8.30%
Cornwall	24	2.07%
Inverclyde	22	1.90%
Plymouth	21	1.82%
Wiltshire	20	1.73%
Northumberland	19	1.64%
Fife	18	1.56%
Cheshire East	18	1.56%
South Northamptonshire	16	1.38%
Bedford	16	1.38%
Lancaster	15	1.30%
South Cambridgeshire	14	1.21%
North Kesteven	14	1.21%
Fylde	14	1.21%
East Riding of Yorkshire	13	1.12%
Causeway Coast and Glens	13	1.12%
North West Leicestershire	11	0.95%
County Durham	11	0.95%
Wirral	11	0.95%
Norwich	10	0.86%