

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

## February 2021

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



The Northern Hub for Veterans and Military Families Research



**Northumbria  
University**  
NEWCASTLE

# Analytical Methodology

## Hexagonal binning

Analysis was conducted in order to normalise geographical space across the UK for mapping analysis. This was achieved through the process of aggregating and summarizing spatial data into equal sized connected hexagons. This method is referred to as hexagonal binning. Using regularly spaced hexagons for spatial analysis (opposed to irregular shaped areas such as counties, local authorities, etc.), resolves issues such as disparities in perceptions between geographical areas which vary significantly in shape and size. It is important to note the purpose of hexagonal binning is to assist in the visualization of spatial data and that the units do not have a correspondence with real-world area boundaries.

## Analysis of spatial hotspots

Analysis was conducted to identify significant postcode districts which are hotspots with regards to the number of directory users. The hotspot analysis uses the Getis-Ord  $G_i^*$  statistic (pronounced G-i-star) to indicate geographical areas with counts of users more pronounced than one would expect in a random distribution of users at the regional level. This method works by looking at each area within the context of neighbouring areas. The local sum of users for an area and the neighbouring areas is compared proportionally to the sum of users in all areas in the region; when the local sum differs significantly from the expected range, and when that difference is too large to be the result of random chance, a statistically significant hotspot of users is identified.

## Analysis of spatial outliers

Analysis was conducted to identify significant postcode districts that are outliers with regards to the number of directory users. Outliers are postcodes districts that have a high number of users in comparison with neighbouring postcode districts. The method uses the Anselin Local Moran's  $I$  statistic to indicate whether the observed spatial outliers are more pronounced than one would expect in a random distribution of those same values. Only the postcode districts that have at least a 95% confidence level are identified as outliers.

## Map of Need Covenant Officers

The geospatial directory of services is continuously updated with the collaboration of trusted partners that are responsible for a given geographical area: Covenant Officers (COs). We rely in the local knowledge of these trusted partners to make sure the directory is meaningful to each veteran community across the UK. The following table lists the current geographical coverage as of February 2021.

### 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 – February 2021

The 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> of March 2021, the directory of services included **17,051** markers, each representing a service available to veterans or service families.

During February 2021, the directory attracted **1,928** individual searches for services across the UK.

- A total of **426** cases were from the Veterans' Gateway Online Directory.
- A total of **1,241** cases were from the Veterans' Gateway Mobile Directory.
- A total of **261** cases had users located overseas or with a null location.
- When considering all searches, 'Employment', followed by 'Finances' and 'Mental Wellbeing' were the primary search criteria.

## Usage of the Veterans' Gateway directory of services (all searches), February 2021

Table 1 provides an overview of the general criteria of searches made UK-wide through the directory of services during February 2021. This table combines all searches made into general categories of search criteria.

- 'Employment' followed by 'Finances' and 'Mental Wellbeing' were the primary general search criteria for users located in the UK during February 2021.

Table 2 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the directory of services during February 2021. The top ten search criteria accessed by users located in the UK during February 2021 are highlighted.

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

Figures 1 to 4 illustrate the spatial distribution of all directory users located across the UK during February 2021, and the spatial hotspots and outliers in terms of usage.

Table 3 provides an overview of the directory usage across each country/region of the UK during February 2021.

- The North West followed by the South East and the South West were the regions with the highest directory usage during February 2021.

Table 4 provides an overview of the 20 local authorities with the highest usage during February 2021.

- Cornwall followed by Fylde and Bury were the local authorities with the highest online usage.

## **Veterans' Gateway Online Directory, February 2021 (N= 426)**

Table 5 provides an overview of the general criteria of online searches made UK-wide through the online directory during February 2021. This table combines all searches made into general categories of search criteria.

- 'Mental Wellbeing' followed by 'Housing' and 'Employment' were the primary general search criteria for online users during February 2021.

Table 6 provides a more detailed breakdown of the exact criteria of all searches made UK-wide through the online directory during February 2021. The top ten search criteria accessed by online users located in the UK during February 2021 are highlighted.

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

Figures 5 to 7 illustrate the spatial distribution of all online users located across the UK during February 2021, 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 February 2021.

- London followed by North West and the South East were the regions with the highest online usage during February 2021.

Table 8 provides an overview of the 20 local authorities with the highest online usage during February 2021.

- Fylde followed by Islington and Newham were the local authorities with the highest online usage.

## **Veterans' Gateway Mobile Directory, February 2021 (N= 1,241)**

Table 9 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during February 2021. This table combines all mobile searches made into general categories of search criteria.

- 'Employment' followed by 'Finances' and 'Mental Wellbeing' were the primary mobile search criteria for users located in the UK during February 2021.

Table 10 provides a more detailed breakdown of the exact criteria of all mobile searches made UK-wide through the mobile directory during February 2021. The top ten mobile search criteria accessed by users located in the UK during February 2021 are highlighted.

- 'Employment - Job Seeking', followed by 'Employment - Education and Training' and 'Finances - Pensions and Compensation' were the primary mobile search criteria.

Figures 9 to 11 illustrate the spatial distribution of all mobile users during February 2021.

Table 11 provides an overview of the mobile usage across each country/region of the UK during February 2021.

- The South East followed by the South West and the North West were the regions with the highest mobile usage during February 2021.

Table 12 provides an overview of the 20 local authorities with the highest mobile usage during February 2021.

- Cornwall followed by Wiltshire and Gosport were the local authorities with the highest mobile usage.

#### Veterans' Gateway mobile platform performance data

- Total downloads since app launch: 5,195 on Apple and 4,319 on Android.
- Number of software crashes since app launch: 18 on Apple and 148 on Android.
- Number of downloads in February: 416 on Apple and 402 on Android.
- Number of software crashes in February: 1 on Apple and 6 on Android.

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

Table 1. General search criteria from users located in the UK – All searches, February 2021

Search Criteria	Search Count	Search Percentage
Employment	401	24.06%
Finances	238	14.28%
Mental Wellbeing	235	14.10%
Housing	212	12.72%
Physical Health	183	10.98%
COVID19 Local Support	153	9.18%
Family and Communities	100	6.00%
National Charities/Organisations	71	4.26%
Specific Search for an Organisation	49	2.94%
Legal Support and Advocacy	25	1.50%
<b>Total</b>	<b>1,667</b>	<b>100%</b>

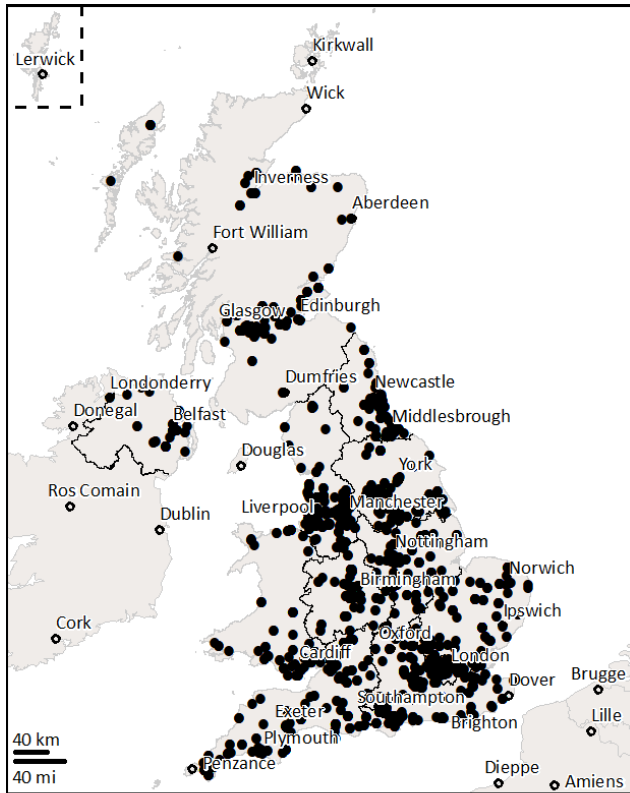
Table 2. A detailed breakdown of exact search criteria from users located in the UK – All searches, February 2021

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	197	11.82%
Mental Wellbeing - Accessing Support	98	5.88%
Employment - Education and Training	97	5.82%
Finances - Pensions and Compensation	80	4.80%
Finances - Grants	74	4.44%
Housing - Homelessness	67	4.02%
Mental Wellbeing - Support Groups and Emotional Support	60	3.60%
Housing - Housing Advice and Support	58	3.48%
Employment - Volunteering	51	3.06%
Specific Search for an Organisation	49	2.94%
Finances - Benefits	41	2.46%
Physical Health - Sports	39	2.34%
Physical Health - GPs	35	2.10%
Family and Communities - Recreation	31	1.86%
Physical Health - Home and Mobility Aids	31	1.86%
COVID19 Local Support - North West	30	1.80%
Employment - Self Employment	28	1.68%
Mental Wellbeing - Treatment	27	1.62%
Housing - Retirement	27	1.62%
Family and Communities - Support Groups and Emotional Support	26	1.56%
COVID19 Local Support - South East	24	1.44%
Housing - Supported Living	23	1.38%
COVID19 Local Support - South West	22	1.32%
Legal Support and Advocacy - Legal Advice	21	1.26%
Finances - Financial Services	21	1.26%
Finances - Money and Debt Advice	21	1.26%
Mental Wellbeing - Drug and Alcohol Services	21	1.26%
Housing - Independent Living	21	1.26%
Physical Health - Healthcare Services	19	1.14%
National Charities/Organisations - Royal British Legion	19	1.14%
Physical Health - Rehabilitation and Recovery	19	1.14%
Physical Health - Support Groups and Emotional Support	18	1.08%
COVID19 Local Support - East Midlands	16	0.96%
Employment - Transition	16	0.96%
COVID19 Local Support - Scotland	15	0.90%
Family and Communities - GPs	14	0.84%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
COVID19 Local Support - Yorkshire/ The Humber	14	0.84%
Family and Communities - Support for Carers	14	0.84%
National Charities/Organisations - SSAFA	13	0.78%
Mental Wellbeing - Bereavement	13	0.78%
National Charities/Organisations - Armed Forces Covenant Fund Trust	12	0.72%
Employment - Support for Offenders	12	0.72%
Housing - Eviction and Repossession	11	0.66%
Mental Wellbeing - Sports	10	0.60%
Family and Communities - Bereavement	9	0.54%
COVID19 Local Support - West Midlands	9	0.54%
Physical Health - End of Life Care	9	0.54%
Physical Health - Nursing and Dementia Care	7	0.42%
Mental Wellbeing - GPs	6	0.36%
National Charities/Organisations - Help for Heroes	6	0.36%
Family and Communities - Drug and Alcohol Services	6	0.36%
COVID19 Local Support - Wales	6	0.36%
COVID19 Local Support - London	5	0.30%
National Charities/Organisations - ASDIC Drop In Centres	5	0.30%
COVID19 Local Support - North East	5	0.30%
COVID19 Local Support - East of England	5	0.30%
Physical Health - Drug and Alcohol Services	5	0.30%
National Charities/Organisations - Combat Stress	4	0.24%
Housing - Nursing and Dementia Care	4	0.24%
National Charities/Organisations - Legion Scotland	3	0.18%
National Charities/Organisations - Mind	3	0.18%
Legal Support and Advocacy - Legal Aid	3	0.18%
National Charities/Organisations - Blesma	2	0.12%
National Charities/Organisations - Shelter	2	0.12%
COVID19 Local Support - Northern Ireland	2	0.12%
Legal Support and Advocacy - Support for the Gurkha Community	1	0.06%
National Charities/Organisations - Samaritans Branches	1	0.06%
Finances - Support for the Gurkha Community	1	0.06%
National Charities/Organisations - Citizen Advice Bureau	1	0.06%
Physical Health - Blind Veterans	1	0.06%
Housing - Respite Care (Day Care and Respite)	1	0.06%
<b>Total</b>	<b>1,667</b>	<b>100%</b>



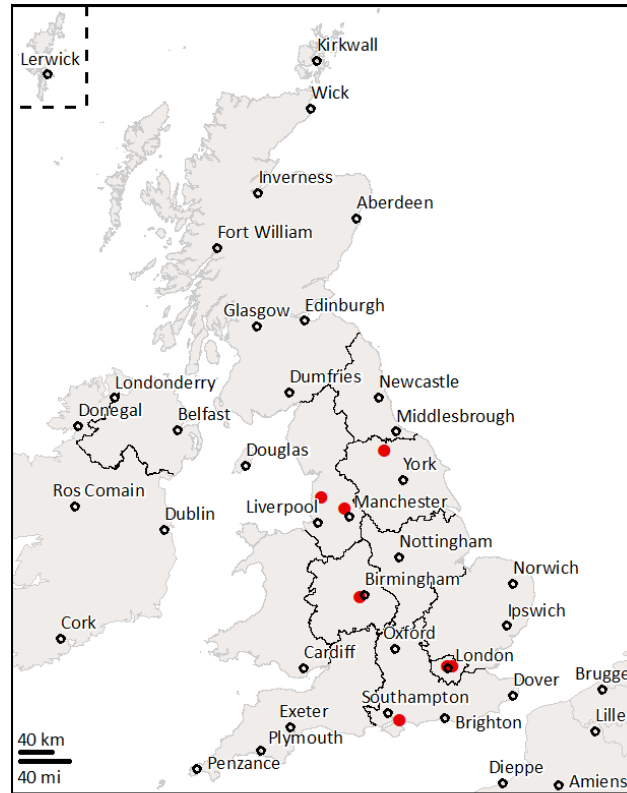
**Figure 1. User locations in the UK – All searches, February 2021**



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*The figure above shows the location of all the postcode districts with directory users during February 2021.*

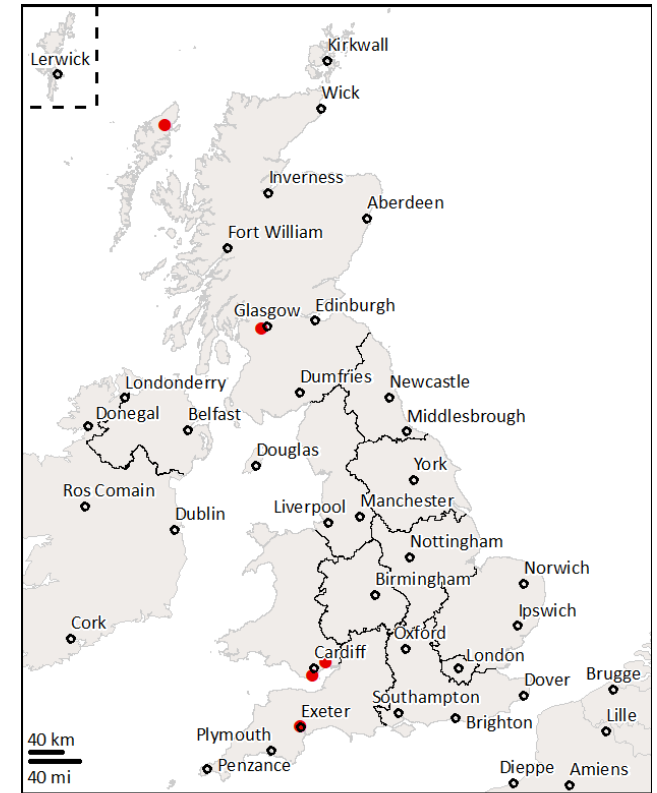
**Figure 2. User hotspots in the UK – All searches, February 2021**



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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.*

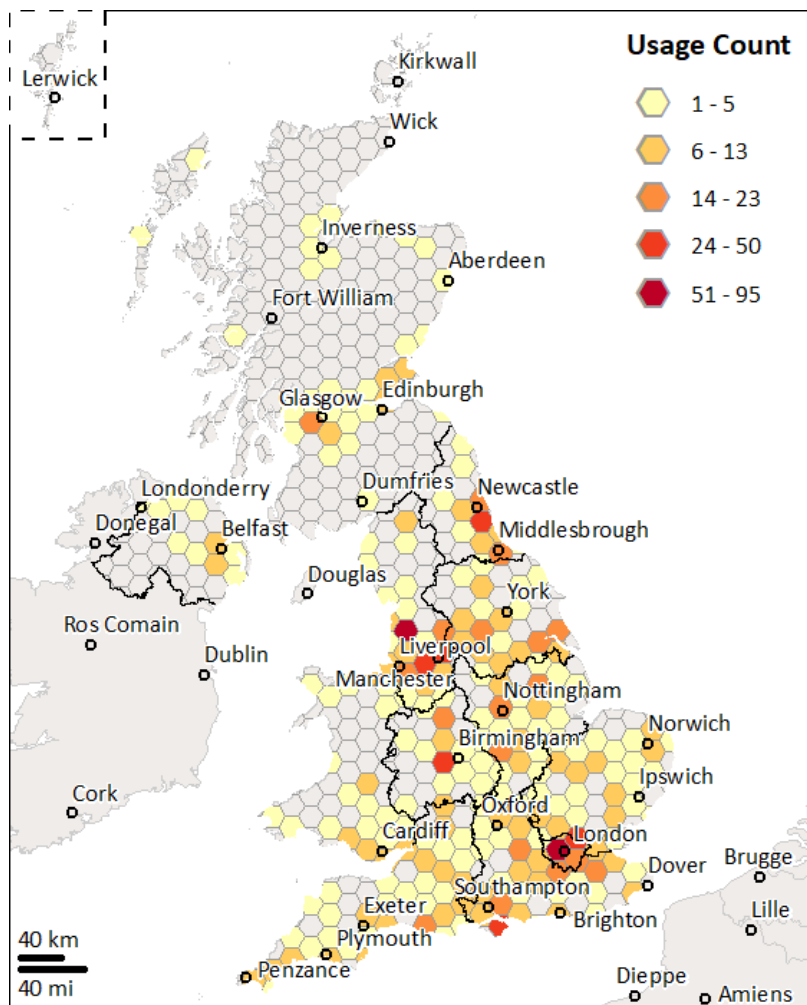
**Figure 3. User outliers in the UK – All searches, February 2021**



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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 – All searches, February 2021**



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The figure above shows the location and count of all usage across the UK. Each hexagonal area is represented with the count of usage on that same area.

**Table 3. UK regional usage – All searches, February 2021**

N = 1,667

Region	Usage Count	Usage Percentage
North West	251	15.06%
South East	239	14.34%
South West	179	10.74%
London	155	9.30%
Yorkshire and The Humber	136	8.16%
Scotland	129	7.74%
East of England	121	7.26%
East Midlands	121	7.26%
North East	117	7.02%
West Midlands	95	5.70%
Wales	86	5.16%
Northern Ireland	38	2.28%

**Table 4. Main local authorities for usage – All searches, February 2021**

N = 1,667

Top 20 Local Authorities	Usage Count	Usage Percentage
Cornwall	40	2.40%
Fylde	38	2.28%
Bury	37	2.22%
Islington	26	1.56%
Wiltshire	26	1.56%
Gosport	24	1.44%
Newham	24	1.44%
Leeds	23	1.38%
Gateshead	22	1.32%
Fife	21	1.26%
Preston	21	1.26%
Northumberland	19	1.14%
New Forest	19	1.14%
Sunderland	19	1.14%
Stafford	18	1.08%
Dudley	17	1.02%
North Lincolnshire	17	1.02%
Glasgow City	17	1.02%
Birmingham	16	0.96%
Highland	15	0.90%

## Usage of the Veterans' Gateway Online Directory

**Table 5. General search criteria from users located in the UK – Veterans' Gateway online directory, February 2021**

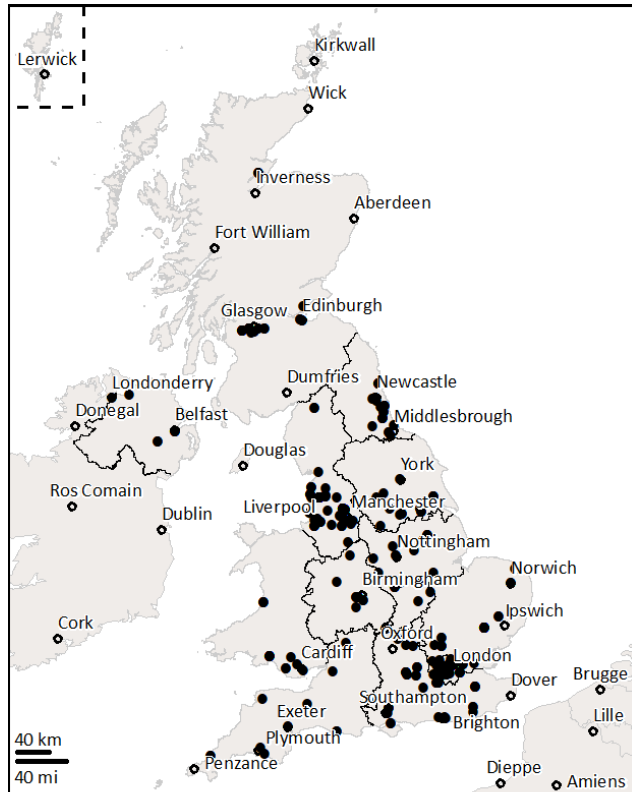
Search Criteria	Search Count	Search Percentage
<b>Mental Wellbeing</b>	94	22.07%
<b>Housing</b>	72	16.90%
<b>Employment</b>	60	14.08%
<b>Physical Health</b>	43	10.09%
<b>Family and Communities</b>	40	9.39%
<b>Specific Search for an Organisation</b>	35	8.22%
<b>COVID19 Local Support</b>	32	7.51%
<b>Finances</b>	31	7.28%
<b>National Charities/Organisations</b>	12	2.82%
<b>Legal Support and Advocacy</b>	7	1.64%
<b>Total</b>	<b>426</b>	<b>100%</b>

**Table 6. A detailed breakdown of exact search criteria from users located in the UK – Veterans' Gateway online directory, February 2021**

Search Criteria	Search Count	Search Percentage
<b>Mental Wellbeing - Accessing Support</b>	46	10.80%
<b>Housing - Homelessness</b>	45	10.56%
<b>Specific Search for an Organisation</b>	35	8.22%
<b>Employment - Job Seeking</b>	23	5.40%
<b>Mental Wellbeing - Support Groups and Emotional Support</b>	22	5.16%
<b>Family and Communities - Support Groups and Emotional Support</b>	19	4.46%
<b>Finances - Grants</b>	13	3.05%
<b>Employment - Education and Training</b>	13	3.05%
<b>COVID19 Local Support - North West</b>	13	3.05%
<b>Physical Health - Sports</b>	13	3.05%
<b>Mental Wellbeing - Drug and Alcohol Services</b>	11	2.58%
<b>Finances - Benefits</b>	10	2.35%
<b>Family and Communities - Recreation</b>	10	2.35%
<b>Employment - Support for Offenders</b>	9	2.11%
<b>Employment - Self Employment</b>	9	2.11%
<b>Physical Health - Home and Mobility Aids</b>	9	2.11%
<b>Housing - Housing Advice and Support</b>	9	2.11%
<b>Housing - Supported Living</b>	8	1.88%
<b>COVID19 Local Support - South East</b>	7	1.64%
<b>Mental Wellbeing - Bereavement</b>	7	1.64%
<b>Family and Communities - Support for Carers</b>	6	1.41%
<b>Legal Support and Advocacy - Legal Advice</b>	6	1.41%
<b>Physical Health - Rehabilitation and Recovery</b>	6	1.41%
<b>Housing - Eviction and Repossession</b>	6	1.41%
<b>Mental Wellbeing - Treatment</b>	6	1.41%
<b>Physical Health - Support Groups and Emotional Support</b>	5	1.17%
<b>Physical Health - GPs</b>	4	0.94%
<b>Physical Health - Healthcare Services</b>	4	0.94%
<b>Family and Communities - Drug and Alcohol Services</b>	4	0.94%
<b>Finances - Financial Services</b>	4	0.94%
<b>Finances - Money and Debt Advice</b>	3	0.70%
<b>Employment - Volunteering</b>	3	0.70%
<b>Employment - Transition</b>	3	0.70%
<b>National Charities/Organisations - Armed Forces Covenant Fund Trust</b>	3	0.70%
<b>National Charities/Organisations - Blesma</b>	2	0.47%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
Housing - Nursing and Dementia Care	2	0.47%
COVID19 Local Support - West Midlands	2	0.47%
National Charities/Organisations - Mind	2	0.47%
COVID19 Local Support - East Midlands	2	0.47%
National Charities/Organisations - Royal British Legion	2	0.47%
COVID19 Local Support - Yorkshire/ The Humber	2	0.47%
Housing - Independent Living	2	0.47%
National Charities/Organisations - ASDIC Drop In Centres	2	0.47%
COVID19 Local Support - Scotland	2	0.47%
COVID19 Local Support - Northern Ireland	1	0.23%
COVID19 Local Support - East of England	1	0.23%
COVID19 Local Support - London	1	0.23%
Family and Communities - GPs	1	0.23%
Mental Wellbeing - Sports	1	0.23%
National Charities/Organisations - SSAFA	1	0.23%
COVID19 Local Support - North East	1	0.23%
Physical Health - Drug and Alcohol Services	1	0.23%
Legal Support and Advocacy - Legal Aid	1	0.23%
Physical Health - End of Life Care	1	0.23%
Finances - Pensions and Compensation	1	0.23%
Mental Wellbeing - GPs	1	0.23%
<b>Total</b>	<b>426</b>	<b>100%</b>

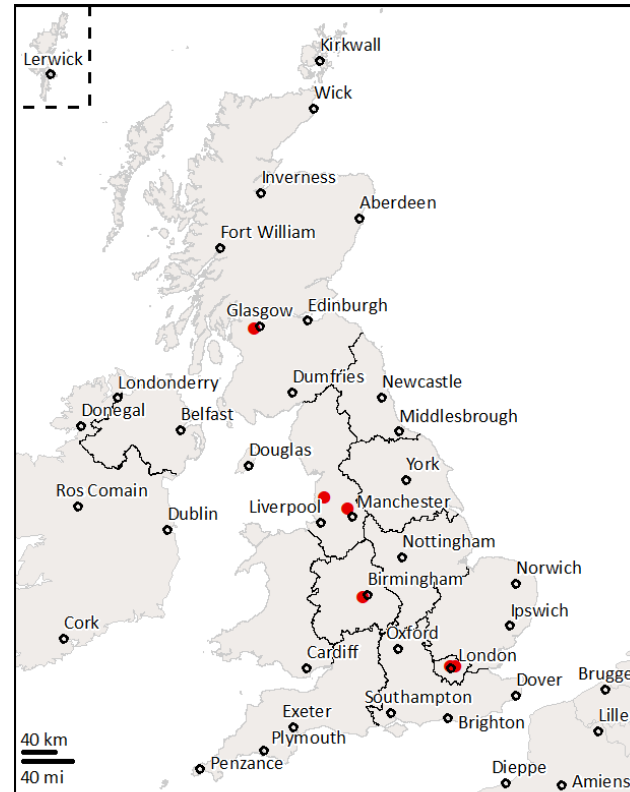
**Figure 5. User locations in the UK – Veterans’ Gateway online directory, February 2021**



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The figure above shows the location of all the postcode districts with online users during February 2021.

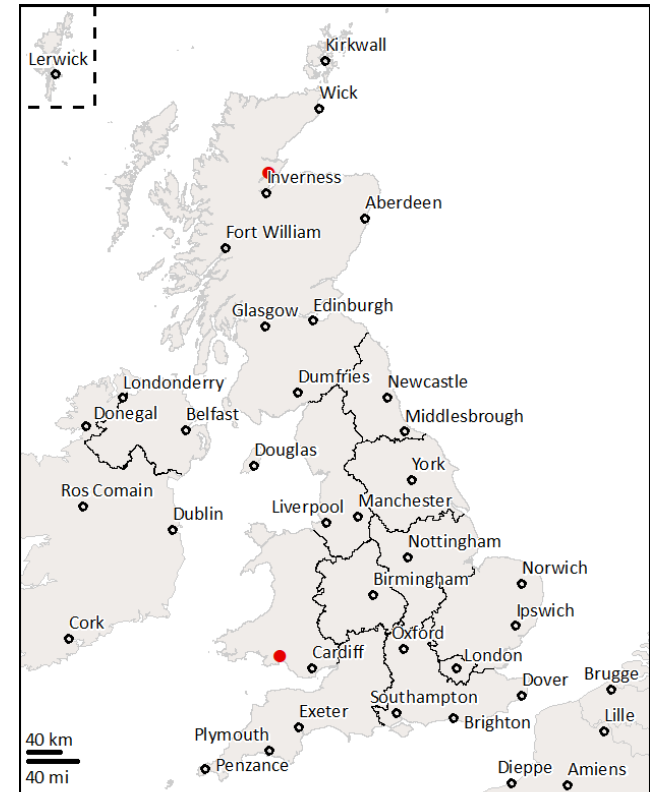
**Figure 6. User hotspots in the UK – Veterans’ Gateway online directory, February 2021**



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

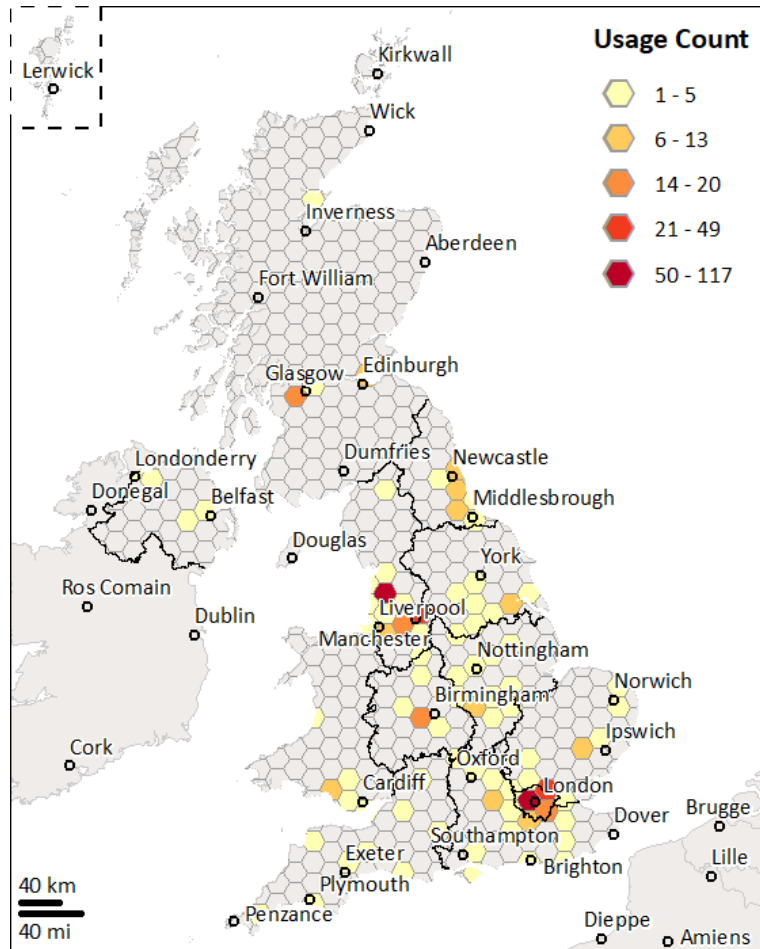
**Figure 7. User outliers in the UK – Veterans’ Gateway online directory, February 2021**



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The figure above shows postcode districts that can be considered outliers, because they have a high number of online users and are surrounded by postcode districts with a low number of online users. This pattern is not attributable to random chance.

**Figure 8. User locations in the UK – Veterans’ Gateway online directory, February 2021**



**Table 7. UK regional usage – Veterans’ Gateway online directory, February 2021**

**N = 426**

Region	Usage Count	Usage Percentage
London	108	25.35%
North West	105	24.65%
South East	46	10.80%
Scotland	29	6.81%
North East	25	5.87%
East of England	21	4.93%
West Midlands	20	4.69%
East Midlands	20	4.69%
Yorkshire and The Humber	18	4.23%
Wales	14	3.29%
South West	12	2.82%
Northern Ireland	8	1.88%

**Table 8. Main local authorities for usage – Veterans’ Gateway online directory, February 2021**

**N = 426**

Top 20 Local Authorities	Usage Count	Usage Percentage
Fylde	37	8.69%
Islington	26	6.10%
Newham	24	5.63%
Bury	22	5.16%
Birmingham	15	3.52%
Brent	14	3.29%
Glasgow City	13	3.05%
City of London	9	2.11%
Babergh	9	2.11%
Trafford	9	2.11%
Liverpool	7	1.64%
Reading	7	1.64%
Sunderland	7	1.64%
Dartford	6	1.41%
Swansea	6	1.41%
North Lincolnshire	6	1.41%
County Durham	5	1.17%
Preston	5	1.17%
Renfrewshire	5	1.17%
Northumberland	5	1.17%

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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.

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

Table 9. General search criteria from users located in the UK – Veterans' Gateway mobile directory, February 2021

Search Criteria	Search Count	Search Percentage
Employment	341	27.48%
Finances	207	16.68%
Mental Wellbeing	141	11.36%
Physical Health	140	11.28%
Housing	140	11.28%
COVID19 Local Support	121	9.75%
Family and Communities	60	4.83%
National Charities/Organisations	59	4.75%
Legal Support and Advocacy	18	1.45%
Specific Search for an Organisation	14	1.13%
<b>Total</b>	<b>1,241</b>	<b>100%</b>

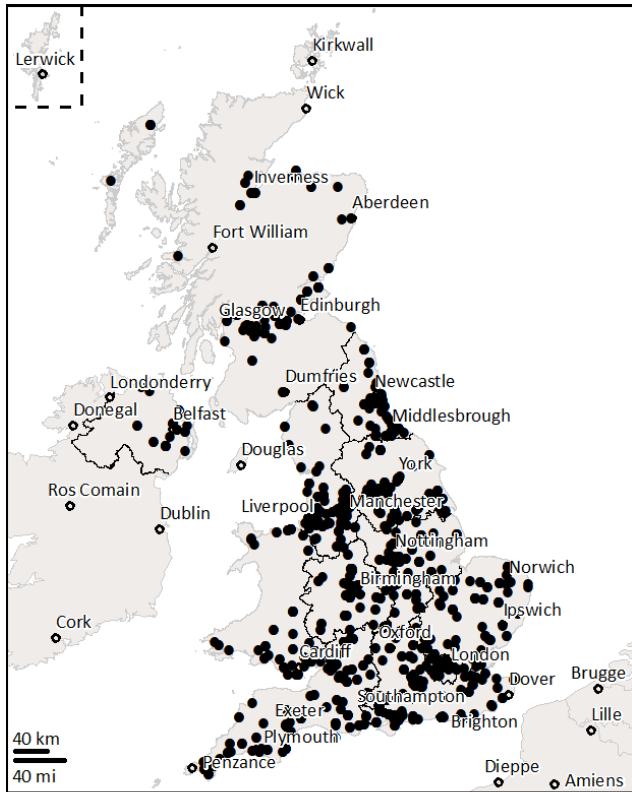
Table 10. A detailed breakdown of exact search criteria from users located in the UK – Veterans' Gateway mobile directory, February 2021

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	174	14.02%
Employment - Education and Training	84	6.77%
Finances - Pensions and Compensation	79	6.37%
Finances - Grants	61	4.92%
Mental Wellbeing - Accessing Support	52	4.19%
Housing - Housing Advice and Support	49	3.95%
Employment - Volunteering	48	3.87%
Mental Wellbeing - Support Groups and Emotional Support	38	3.06%
Physical Health - GPs	31	2.50%
Finances - Benefits	31	2.50%
Housing - Retirement	27	2.18%
Physical Health - Sports	26	2.10%
Physical Health - Home and Mobility Aids	22	1.77%
COVID19 Local Support - South West	22	1.77%
Housing - Homelessness	22	1.77%
Mental Wellbeing - Treatment	21	1.69%
Family and Communities - Recreation	21	1.69%
Housing - Independent Living	19	1.53%
Employment - Self Employment	19	1.53%
Finances - Money and Debt Advice	18	1.45%
National Charities/Organisations - Royal British Legion	17	1.37%
COVID19 Local Support - North West	17	1.37%
Finances - Financial Services	17	1.37%
COVID19 Local Support - South East	17	1.37%
Housing - Supported Living	15	1.21%
Physical Health - Healthcare Services	15	1.21%
Legal Support and Advocacy - Legal Advice	15	1.21%
COVID19 Local Support - East Midlands	14	1.13%
Specific Search for an Organisation	14	1.13%
Employment - Transition	13	1.05%
Physical Health - Rehabilitation and Recovery	13	1.05%
Physical Health - Support Groups and Emotional Support	13	1.05%
Family and Communities - GPs	13	1.05%
COVID19 Local Support - Scotland	13	1.05%
National Charities/Organisations - SSAFA	12	0.97%

<b>Search Criteria</b>	<b>Search Count</b>	<b>Search Percentage</b>
<b>COVID19 Local Support - Yorkshire/ The Humber</b>	12	0.97%
<b>Mental Wellbeing - Drug and Alcohol Services</b>	10	0.81%
<b>National Charities/Organisations - Armed Forces Covenant Fund Trust</b>	9	0.73%
<b>Family and Communities - Bereavement</b>	9	0.73%
<b>Mental Wellbeing - Sports</b>	9	0.73%
<b>Family and Communities - Support for Carers</b>	8	0.64%
<b>Physical Health - End of Life Care</b>	8	0.64%
<b>Physical Health - Nursing and Dementia Care</b>	7	0.56%
<b>COVID19 Local Support - West Midlands</b>	7	0.56%
<b>Family and Communities - Support Groups and Emotional Support</b>	7	0.56%
<b>National Charities/Organisations - Help for Heroes</b>	6	0.48%
<b>COVID19 Local Support - Wales</b>	6	0.48%
<b>Mental Wellbeing - Bereavement</b>	6	0.48%
<b>Housing - Eviction and Repossession</b>	5	0.40%
<b>Mental Wellbeing - GPs</b>	5	0.40%
<b>COVID19 Local Support - London</b>	4	0.32%
<b>COVID19 Local Support - East of England</b>	4	0.32%
<b>National Charities/Organisations - Combat Stress</b>	4	0.32%
<b>COVID19 Local Support - North East</b>	4	0.32%
<b>Physical Health - Drug and Alcohol Services</b>	4	0.32%
<b>National Charities/Organisations - Legion Scotland</b>	3	0.24%
<b>Employment - Support for Offenders</b>	3	0.24%
<b>National Charities/Organisations - ASDIC Drop In Centres</b>	3	0.24%
<b>Legal Support and Advocacy - Legal Aid</b>	2	0.16%
<b>National Charities/Organisations - Shelter</b>	2	0.16%
<b>Family and Communities - Drug and Alcohol Services</b>	2	0.16%
<b>Housing - Nursing and Dementia Care</b>	2	0.16%
<b>Legal Support and Advocacy - Support for the Gurkha Community</b>	1	0.08%
<b>Physical Health - Blind Veterans</b>	1	0.08%
<b>Housing - Respite Care (Day Care and Respite)</b>	1	0.08%
<b>COVID19 Local Support - Northern Ireland</b>	1	0.08%
<b>Finances - Support for the Gurkha Community</b>	1	0.08%
<b>National Charities/Organisations - Samaritans Branches</b>	1	0.08%
<b>National Charities/Organisations - Mind</b>	1	0.08%
<b>National Charities/Organisations - Citizen Advice Bureau</b>	1	0.08%
<b>Total</b>	<b>1,241</b>	<b>100%</b>



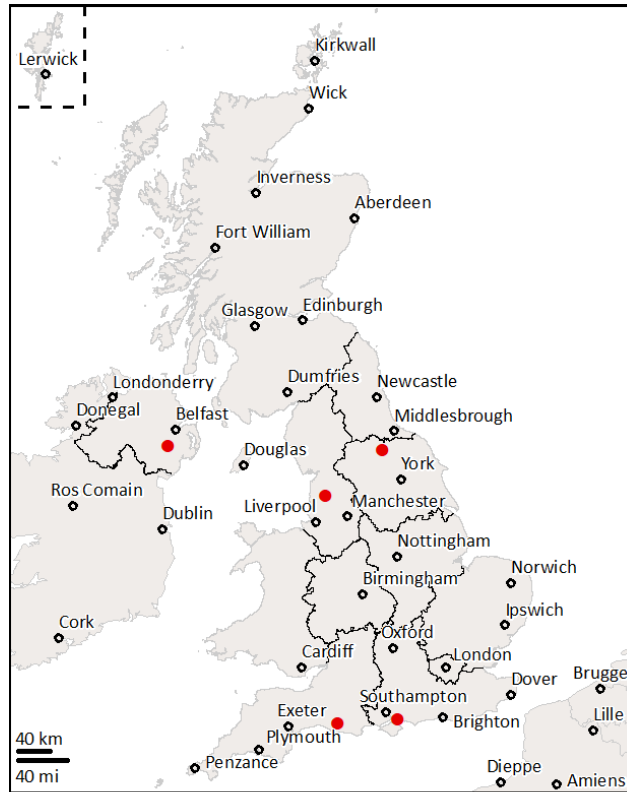
**Figure 9. User locations in the UK – Veterans' Gateway mobile directory, February 2021**



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*The figure above shows the location of all the postcode districts with mobile users during February 2021.*

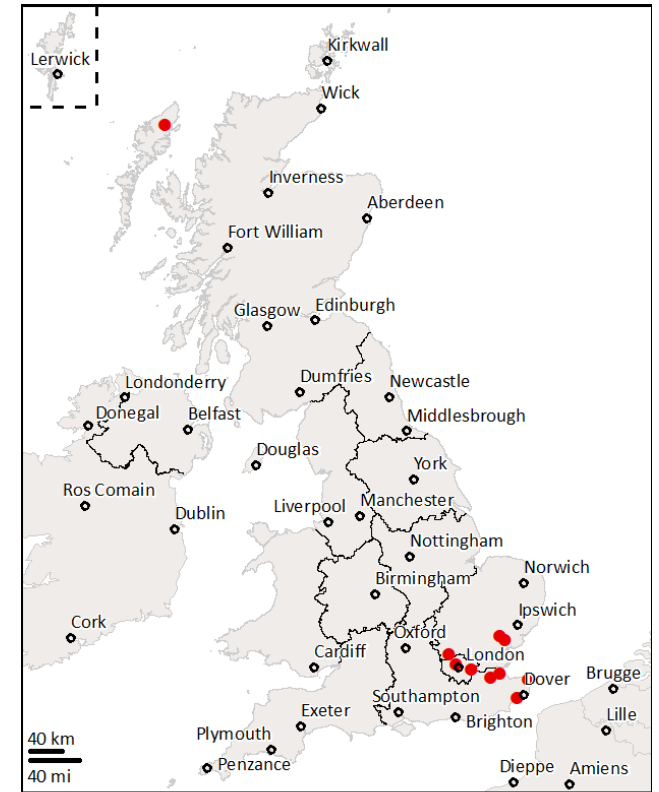
**Figure 10. User hotspots in the UK – Veterans' Gateway mobile directory, February 2021**



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

**Figure 11. User outliers in the UK – Veterans' Gateway mobile directory, February 2021**



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

*The figure above shows postcode districts that can be considered outliers, because they have a high number of mobile users and are surrounded by postcode districts with a low number of mobile users. This pattern is not attributable to random chance.*

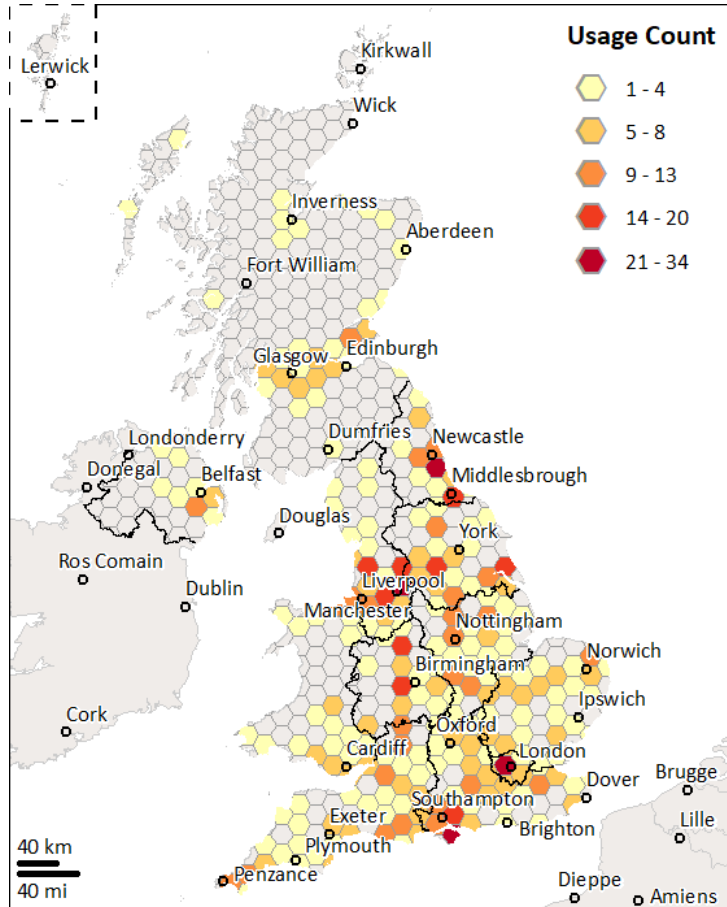
**Figure 12. User locations in the UK – Veterans’ Gateway mobile directory, February 2021**

**Table 11. UK regional usage – Veterans’ Gateway mobile directory, February 2021**

**Table 12. Main local authorities for usage – Veterans’ Gateway mobile directory, February 2021**

N = 1,241

N = 1,241



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Region	Usage Count	Usage Percentage
South East	193	15.55%
South West	167	13.46%
North West	146	11.76%
Yorkshire and The Humber	118	9.51%
East Midlands	101	8.14%
Scotland	100	8.06%
East of England	100	8.06%
North East	92	7.41%
West Midlands	75	6.04%
Wales	72	5.80%
London	47	3.79%
Northern Ireland	30	2.42%

Top 20 Local Authorities	Usage Count	Usage Percentage
Cornwall	38	3.06%
Wiltshire	25	2.01%
Gosport	24	1.93%
Gateshead	22	1.77%
Leeds	21	1.69%
Fife	20	1.61%
New Forest	19	1.53%
Stafford	18	1.45%
Preston	16	1.29%
Dudley	15	1.21%
Bury	15	1.21%
Northumberland	14	1.13%
West Dorset	13	1.05%
Fareham	13	1.05%
Hambleton	13	1.05%
Cheshire East	12	0.97%
Highland	12	0.97%
Sunderland	12	0.97%
North Dorset	12	0.97%
South Kesteven	12	0.97%

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.