

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

January 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

UK Wide COs	Coverage
The Royal British Legion	UK
Cobseo	UK
Help For Heroes	UK
England COs	Coverage
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
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 – January 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 1st of February 2021, the directory of services included **17,006** markers, each representing a service available to veterans or service families.

During January 2021, the directory attracted **1,401** individual searches for services across the UK.

- A total of **423** cases were from the Veterans' Gateway Online Directory.
- A total of **978** cases were from the Veterans' Gateway Mobile Directory.
- A total of **186** cases had users located overseas or with a null location.
- When considering all searches, 'Employment', followed by 'Mental Wellbeing' and 'Finances' were the primary search criteria.

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

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

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

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

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

Figures 1 to 4 illustrate the spatial distribution of all directory users located across the UK during January 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 January 2021.

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

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

- Camden followed by Wiltshire and Gateshead were the local authorities with the highest online usage.

Veterans' Gateway Online Directory, January 2021 (N= 291)

Table 5 provides an overview of the general criteria of online searches made UK-wide through the online directory during January 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 January 2021.

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

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

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

- Camden followed by Bury and Rochdale were the local authorities with the highest online usage.

Veterans' Gateway Mobile Directory, January 2021 (N= 680)

Table 9 provides an overview of the general criteria of mobile searches made UK-wide through the mobile directory during January 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 January 2021.

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

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

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

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

- The South West followed by the South East and the East of England were the regions with the highest mobile usage during January 2021.

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

- Wiltshire followed by Denbighshire and Renfrewshire were the local authorities with the highest mobile usage.

Veterans' Gateway mobile platform performance data

- Total downloads since app launch: 4,784 on Apple and 3,914 on Android.
- Number of software crashes since app launch: 17 on Apple and 142 on Android.
- Number of downloads in January: 204 on Apple and 185 on Android.
- Number of software crashes in January: 1 on Apple and 4 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, January 2021

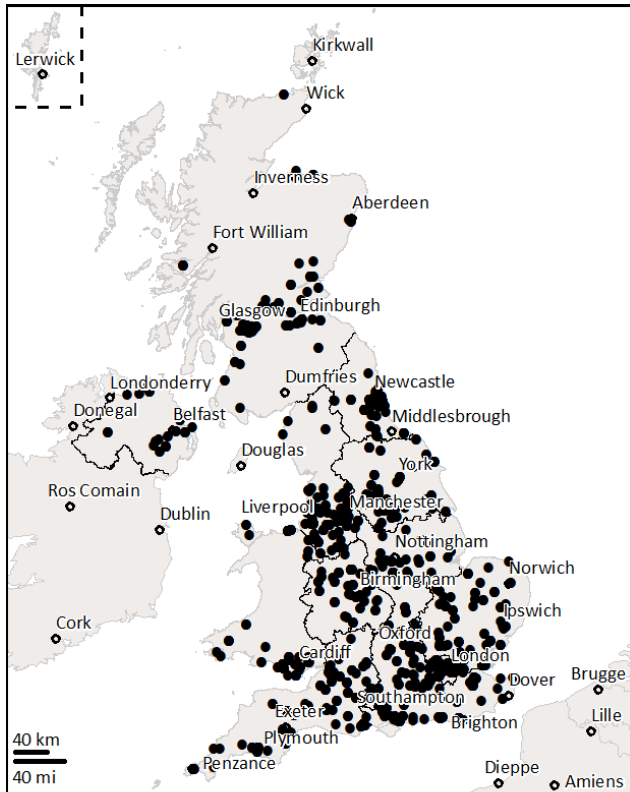
Search Criteria	Search Count	Search Percentage
Employment	285	20.34%
Mental Wellbeing	266	18.99%
Finances	216	15.42%
Housing	208	14.85%
COVID19 Local Support	152	10.85%
Physical Health	97	6.92%
Specific Search for an Organisation	49	3.50%
Family and Communities	49	3.50%
National Charities/Organisations	46	3.28%
Legal Support and Advocacy	33	2.36%
Total	1401	100%

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	145	10.35%
Mental Wellbeing - Accessing Support	133	9.49%
Housing - Homelessness	94	6.71%
Finances - Pensions and Compensation	86	6.14%
Employment - Education and Training	69	4.93%
Mental Wellbeing - Support Groups and Emotional Support	53	3.78%
Housing - Housing Advice and Support	51	3.64%
Specific Search for an Organisation	49	3.50%
Finances - Grants	45	3.21%
Finances - Benefits	39	2.78%
Employment - Self Employment	33	2.36%
Mental Wellbeing - Treatment	26	1.86%
Physical Health - GPs	23	1.64%
COVID19 Local Support - South West	23	1.64%
Finances - Money and Debt Advice	23	1.64%
Finances - Financial Services	22	1.57%
Legal Support and Advocacy - Legal Advice	22	1.57%
Mental Wellbeing - Drug and Alcohol Services	22	1.57%
Family and Communities - Support Groups and Emotional Support	22	1.57%
Housing - Independent Living	22	1.57%
Employment - Volunteering	21	1.50%
COVID19 Local Support - South East	21	1.50%
COVID19 Local Support - Scotland	18	1.28%
COVID19 Local Support - Wales	18	1.28%
Mental Wellbeing - GPs	16	1.14%
Physical Health - Home and Mobility Aids	16	1.14%
COVID19 Local Support - West Midlands	14	1.00%
Physical Health - Sports	14	1.00%
COVID19 Local Support - East of England	13	0.93%
Employment - Transition	13	0.93%
Housing - Supported Living	13	0.93%
Physical Health - Support Groups and Emotional Support	12	0.86%
Housing - Eviction and Repossession	11	0.79%
National Charities/Organisations - ASDIC Drop In Centres	11	0.79%
Physical Health - Healthcare Services	11	0.79%
COVID19 Local Support - East Midlands	11	0.79%

Search Criteria	Search Count	Search Percentage
Housing - Retirement	11	0.79%
National Charities/Organisations - SSAFA	10	0.71%
Mental Wellbeing - Sports	9	0.64%
Family and Communities - Support for Carers	9	0.64%
Family and Communities - Recreation	8	0.57%
COVID19 Local Support - London	8	0.57%
COVID19 Local Support - North West	8	0.57%
COVID19 Local Support - North East	8	0.57%
National Charities/Organisations - Help for Heroes	7	0.50%
Mental Wellbeing - Bereavement	7	0.50%
COVID19 Local Support - Northern Ireland	6	0.43%
National Charities/Organisations - Mind	6	0.43%
National Charities/Organisations - Royal British Legion	6	0.43%
Physical Health - End of Life Care	6	0.43%
Legal Support and Advocacy - Legal Aid	6	0.43%
Physical Health - Rehabilitation and Recovery	5	0.36%
Legal Support and Advocacy - Legal Advocacy	5	0.36%
Family and Communities - Drug and Alcohol Services	4	0.29%
COVID19 Local Support - Yorkshire/ The Humber	4	0.29%
Housing - Nursing and Dementia Care	4	0.29%
Physical Health - Nursing and Dementia Care	4	0.29%
Employment - Support for Offenders	4	0.29%
Family and Communities - Bereavement	3	0.21%
Physical Health - Drug and Alcohol Services	3	0.21%
Physical Health - Limb Loss	3	0.21%
National Charities/Organisations - Shelter	2	0.14%
Family and Communities - Support for the Gurkha Community	2	0.14%
National Charities/Organisations - Combat Stress	2	0.14%
Housing - Respite Care (Day Care and Respite)	2	0.14%
National Charities/Organisations - Citizen Advice Bureau	1	0.07%
National Charities/Organisations - Blesma	1	0.07%
Family and Communities - GPs	1	0.07%
Finances - Support for the Gurkha Community	1	0.07%
Total	1,401	100%

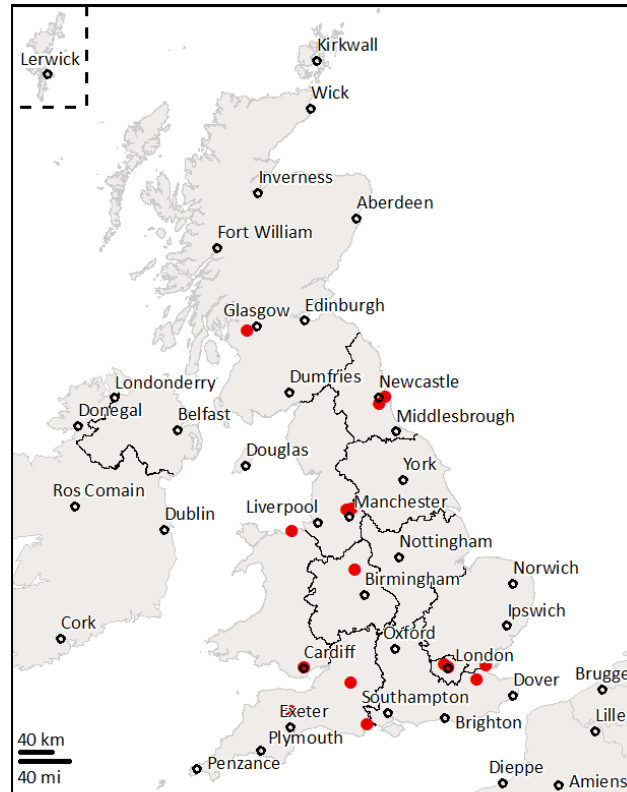
Figure 1. User locations in the UK – All searches, January 2021



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

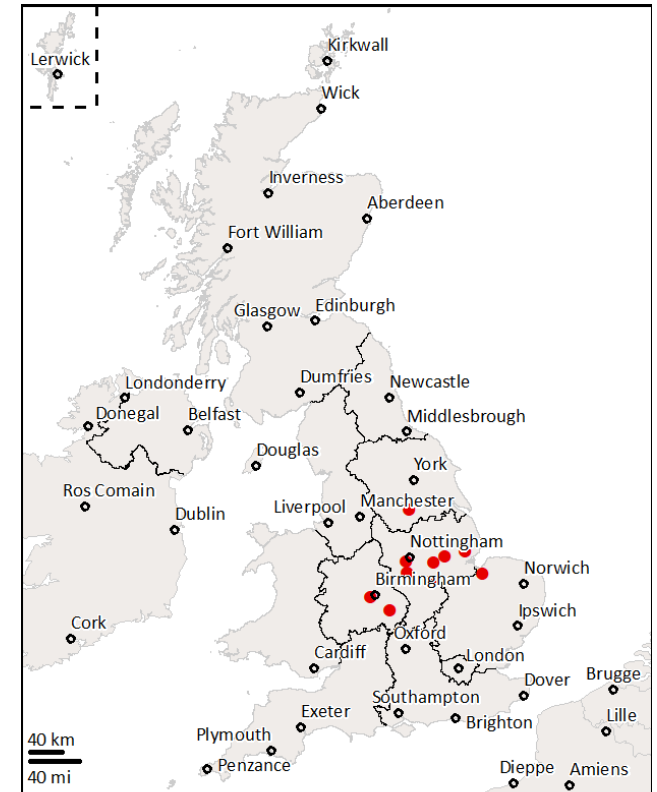
Figure 2. User hotspots in the UK – All searches, January 2021



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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, January 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, January 2021

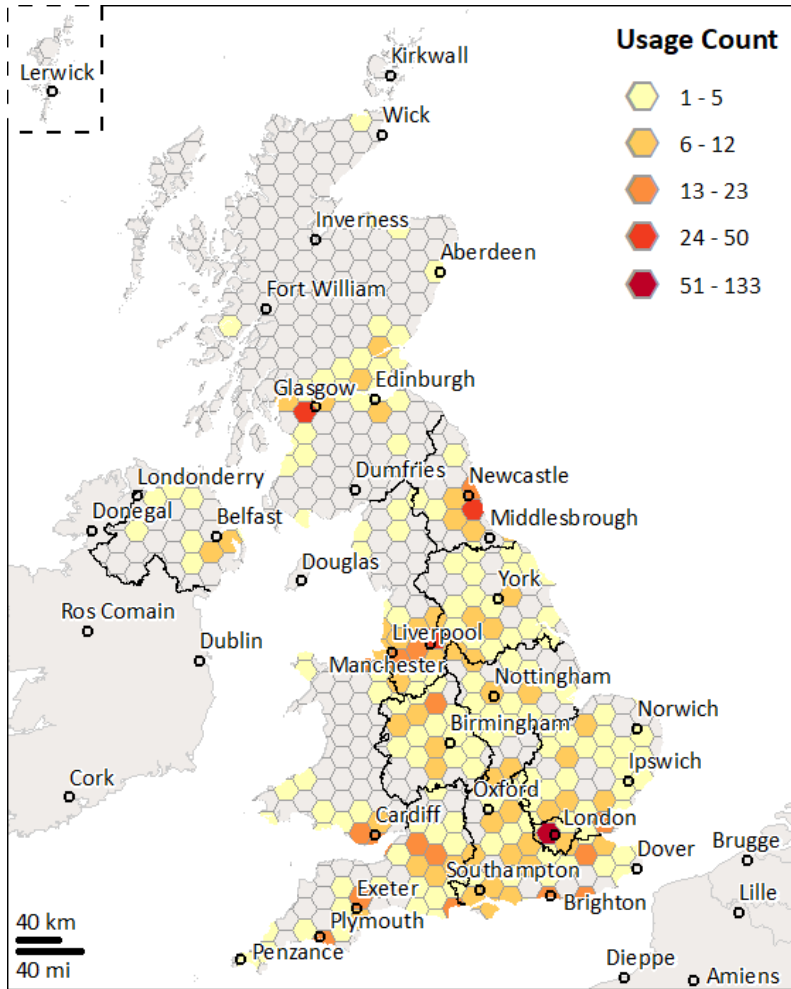


Table 3. UK regional usage – All searches, January 2021

N = 1,401

Region	Usage Count	Usage Percentage
South East	190	13.56%
South West	181	12.92%
North West	173	12.35%
London	147	10.49%
Scotland	132	9.42%
East of England	112	7.99%
North East	104	7.42%
Wales	99	7.07%
West Midlands	81	5.78%
Yorkshire and The Humber	79	5.64%
East Midlands	66	4.71%
Northern Ireland	37	2.64%

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

N = 1,401

Top 20 Local Authorities	Usage Count	Usage Percentage
Camden	61	4.35%
Wiltshire	48	3.43%
Gateshead	31	2.21%
Bury	27	1.93%
Renfrewshire	23	1.64%
Bournemouth	23	1.64%
Denbighshire	22	1.57%
Medway	22	1.57%
Rochdale	20	1.43%
City of London	20	1.43%
Glasgow City	19	1.36%
County Durham	19	1.36%
Mid Devon	19	1.36%
Stafford	18	1.28%
Plymouth	18	1.28%
Wandsworth	18	1.28%
Shropshire	17	1.21%
Bridgend	16	1.14%
Brighton and Hove	16	1.14%
Liverpool	16	1.14%

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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.

Usage of the Veterans' Gateway Online Directory

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

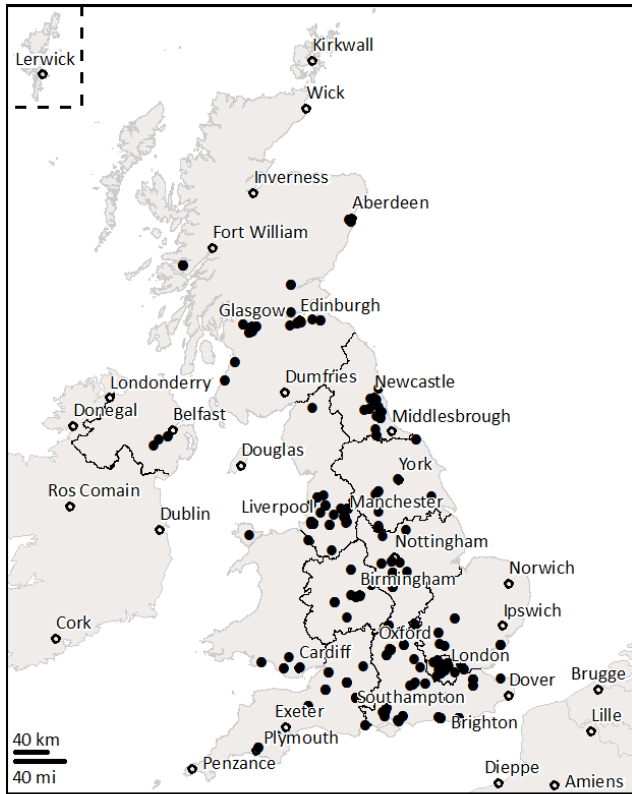
Search Criteria	Search Count	Search Percentage
Mental Wellbeing	116	27.42%
Housing	105	24.82%
Employment	43	10.17%
Specific Search for an Organisation	41	9.69%
Finances	26	6.15%
COVID19 Local Support	25	5.91%
Family and Communities	24	5.67%
National Charities/Organisations	18	4.26%
Physical Health	15	3.55%
Legal Support and Advocacy	10	2.36%
Total	423	100%

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

Search Criteria	Search Count	Search Percentage
Mental Wellbeing - Accessing Support	83	19.62%
Housing - Homelessness	60	14.18%
Specific Search for an Organisation	41	9.69%
Employment - Job Seeking	22	5.20%
Housing - Housing Advice and Support	17	4.02%
Employment - Education and Training	13	3.07%
Mental Wellbeing - Support Groups and Emotional Support	11	2.60%
Finances - Benefits	10	2.36%
National Charities/Organisations - ASDIC Drop In Centres	9	2.13%
Family and Communities - Support Groups and Emotional Support	8	1.89%
Housing - Supported Living	8	1.89%
Finances - Pensions and Compensation	8	1.89%
COVID19 Local Support - South West	7	1.65%
Mental Wellbeing - Treatment	7	1.65%
Housing - Independent Living	7	1.65%
Family and Communities - Support for Carers	6	1.42%
Finances - Grants	5	1.18%
Mental Wellbeing - Drug and Alcohol Services	5	1.18%
Mental Wellbeing - GPs	5	1.18%
Housing - Nursing and Dementia Care	4	0.95%
Family and Communities - Recreation	4	0.95%
Housing - Retirement	4	0.95%
Employment - Self Employment	4	0.95%
National Charities/Organisations - SSAFA	4	0.95%
COVID19 Local Support - East of England	4	0.95%
National Charities/Organisations - Help for Heroes	4	0.95%
Housing - Eviction and Repossession	4	0.95%
Physical Health - Healthcare Services	4	0.95%
COVID19 Local Support - West Midlands	4	0.95%
Legal Support and Advocacy - Legal Advice	4	0.95%
Physical Health - Home and Mobility Aids	3	0.71%
COVID19 Local Support - North East	3	0.71%
Family and Communities - Drug and Alcohol Services	3	0.71%
Mental Wellbeing - Sports	3	0.71%
COVID19 Local Support - Scotland	3	0.71%
Legal Support and Advocacy - Legal Advocacy	3	0.71%

Search Criteria	Search Count	Search Percentage
Employment - Volunteering	3	0.71%
Legal Support and Advocacy - Legal Aid	3	0.71%
Family and Communities - Bereavement	2	0.47%
Physical Health - Sports	2	0.47%
Mental Wellbeing - Bereavement	2	0.47%
Finances - Financial Services	2	0.47%
Physical Health - Support Groups and Emotional Support	2	0.47%
COVID19 Local Support - East Midlands	1	0.24%
Physical Health - End of Life Care	1	0.24%
Physical Health - Nursing and Dementia Care	1	0.24%
Family and Communities - Support for the Gurkha Community	1	0.24%
Physical Health - GPs	1	0.24%
COVID19 Local Support - South East	1	0.24%
Employment - Transition	1	0.24%
COVID19 Local Support - London	1	0.24%
Housing - Respite Care (Day Care and Respite)	1	0.24%
Finances - Money and Debt Advice	1	0.24%
National Charities/Organisations - Royal British Legion	1	0.24%
COVID19 Local Support - Yorkshire/ The Humber	1	0.24%
Physical Health - Drug and Alcohol Services	1	0.24%
Total	423	100%

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



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

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

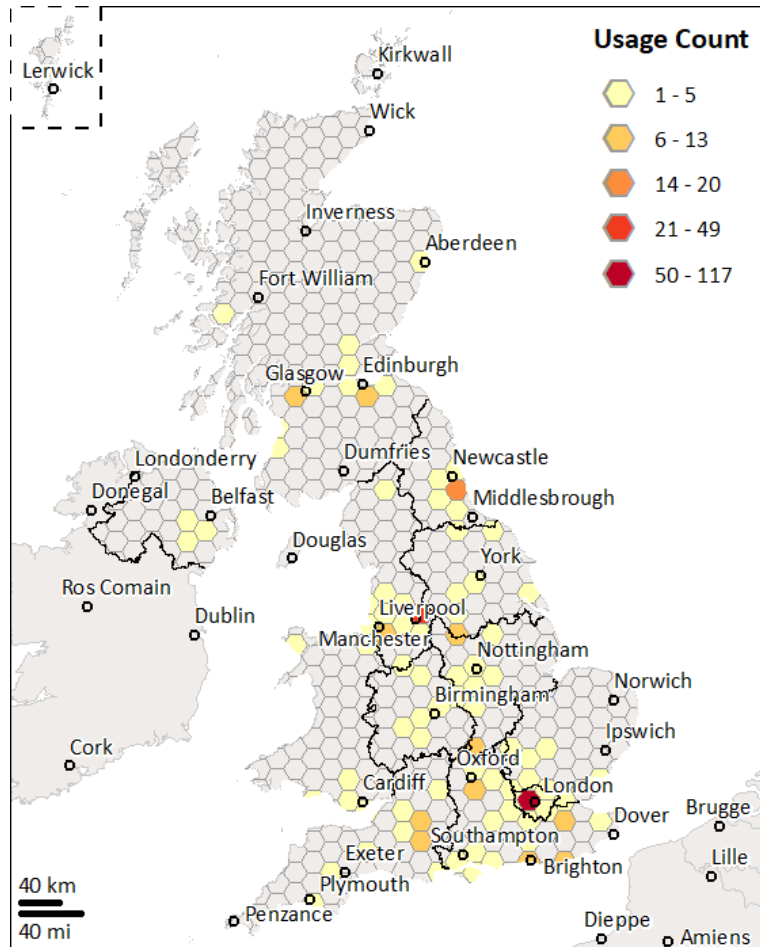


Table 7. UK regional usage – Veterans’ Gateway online directory, January 2021

N = 423

Region	Usage Count	Usage Percentage
London	111	26.24%
North West	78	18.44%
South East	67	15.84%
Scotland	46	10.87%
South West	32	7.57%
North East	23	5.44%
East Midlands	18	4.26%
West Midlands	14	3.31%
Yorkshire and The Humber	12	2.84%
East of England	12	2.84%
Wales	6	1.42%
Northern Ireland	4	0.95%

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

N = 423

Top 20 Local Authorities	Usage Count	Usage Percentage
Camden	59	Camden
Bury	25	Bury
Rochdale	20	Rochdale
City of London	19	City of London
Wiltshire	17	Wiltshire
Liverpool	14	Liverpool
Gateshead	12	Gateshead
Brighton and Hove	11	Brighton and Hove
Glasgow City	11	Glasgow City
Wandsworth	10	Wandsworth
Wealden	9	Wealden
Edinburgh, City of	7	Edinburgh, City of
South Northamptonshire	6	South Northamptonshire
Portsmouth	5	Portsmouth
County Durham	5	County Durham
Southwark	5	Southwark
Highland	5	Highland
Oxford	5	Oxford
Medway	5	Medway
Sheffield	4	Sheffield

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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, January 2021

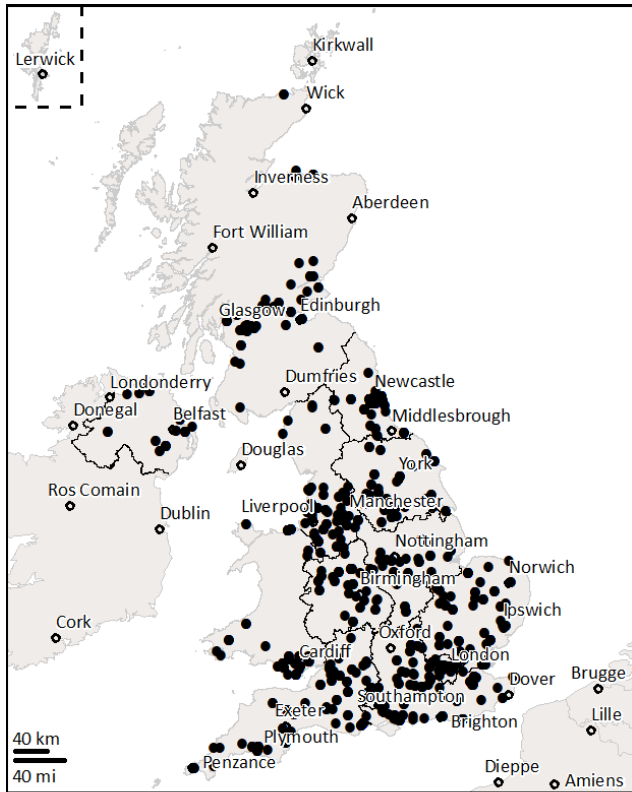
Search Criteria	Search Count	Search Percentage
Employment	242	24.74%
Finances	190	19.43%
Mental Wellbeing	150	15.34%
COVID19 Local Support	127	12.99%
Housing	103	10.53%
Physical Health	82	8.38%
National Charities/Organisations	28	2.86%
Family and Communities	25	2.56%
Legal Support and Advocacy	23	2.35%
Specific Search for an Organisation	8	0.82%
Total	978	100%

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	123	12.58%
Finances - Pensions and Compensation	78	7.98%
Employment - Education and Training	56	5.73%
Mental Wellbeing - Accessing Support	50	5.11%
Mental Wellbeing - Support Groups and Emotional Support	42	4.29%
Finances - Grants	40	4.09%
Housing - Homelessness	34	3.48%
Housing - Housing Advice and Support	34	3.48%
Finances - Benefits	29	2.97%
Employment - Self Employment	29	2.97%
Finances - Money and Debt Advice	22	2.25%
Physical Health - GPs	22	2.25%
COVID19 Local Support - South East	20	2.04%
Finances - Financial Services	20	2.04%
Mental Wellbeing - Treatment	19	1.94%
Legal Support and Advocacy - Legal Advice	18	1.84%
COVID19 Local Support - Wales	18	1.84%
Employment - Volunteering	18	1.84%
Mental Wellbeing - Drug and Alcohol Services	17	1.74%
COVID19 Local Support - South West	16	1.64%
COVID19 Local Support - Scotland	15	1.53%
Housing - Independent Living	15	1.53%
Family and Communities - Support Groups and Emotional Support	14	1.43%
Physical Health - Home and Mobility Aids	13	1.33%
Physical Health - Sports	12	1.23%
Employment - Transition	12	1.23%
Mental Wellbeing - GPs	11	1.12%
Physical Health - Support Groups and Emotional Support	10	1.02%
COVID19 Local Support - West Midlands	10	1.02%
COVID19 Local Support - East Midlands	10	1.02%
COVID19 Local Support - East of England	9	0.92%
COVID19 Local Support - North West	8	0.82%
Specific Search for an Organisation	8	0.82%
Physical Health - Healthcare Services	7	0.72%
Housing - Eviction and Repossession	7	0.72%

Search Criteria	Search Count	Search Percentage
Housing - Retirement	7	0.72%
COVID19 Local Support - London	7	0.72%
COVID19 Local Support - Northern Ireland	6	0.61%
National Charities/Organisations - SSAFA	6	0.61%
National Charities/Organisations - Mind	6	0.61%
Mental Wellbeing - Sports	6	0.61%
Physical Health - End of Life Care	5	0.51%
Physical Health - Rehabilitation and Recovery	5	0.51%
Housing - Supported Living	5	0.51%
Mental Wellbeing - Bereavement	5	0.51%
COVID19 Local Support - North East	5	0.51%
National Charities/Organisations - Royal British Legion	5	0.51%
Family and Communities - Recreation	4	0.41%
Employment - Support for Offenders	4	0.41%
Family and Communities - Support for Carers	3	0.31%
Physical Health - Nursing and Dementia Care	3	0.31%
Physical Health - Limb Loss	3	0.31%
National Charities/Organisations - Help for Heroes	3	0.31%
COVID19 Local Support - Yorkshire/ The Humber	3	0.31%
Legal Support and Advocacy - Legal Aid	3	0.31%
National Charities/Organisations - Shelter	2	0.20%
Legal Support and Advocacy - Legal Advocacy	2	0.20%
National Charities/Organisations - Combat Stress	2	0.20%
National Charities/Organisations - ASDIC Drop In Centres	2	0.20%
Physical Health - Drug and Alcohol Services	2	0.20%
Finances - Support for the Gurkha Community	1	0.10%
Family and Communities - GPs	1	0.10%
Family and Communities - Support for the Gurkha Community	1	0.10%
Family and Communities - Bereavement	1	0.10%
National Charities/Organisations - Citizen Advice Bureau	1	0.10%
National Charities/Organisations - Blesma	1	0.10%
Housing - Respite Care (Day Care and Respite)	1	0.10%
Family and Communities - Drug and Alcohol Services	1	0.10%
Total	978	100%

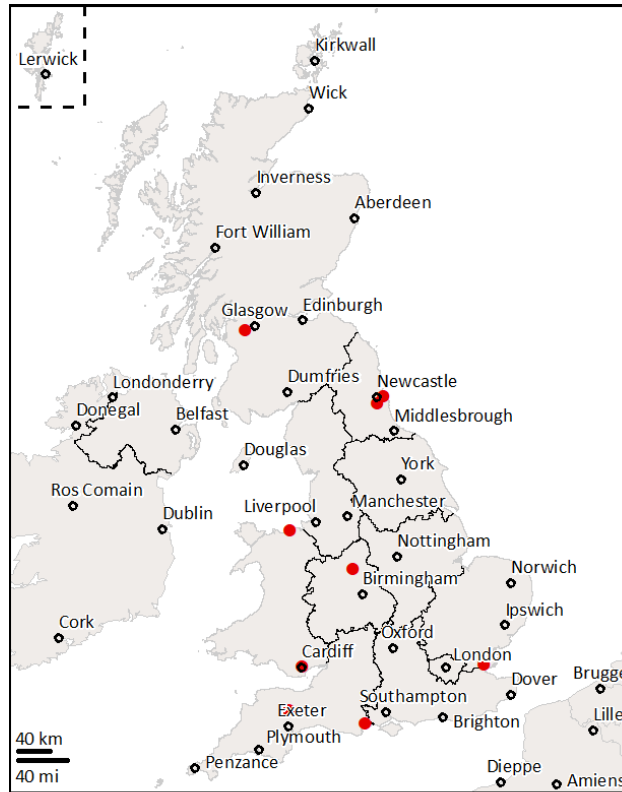
Figure 9. User locations in the UK – Veterans’ Gateway mobile directory, January 2021



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

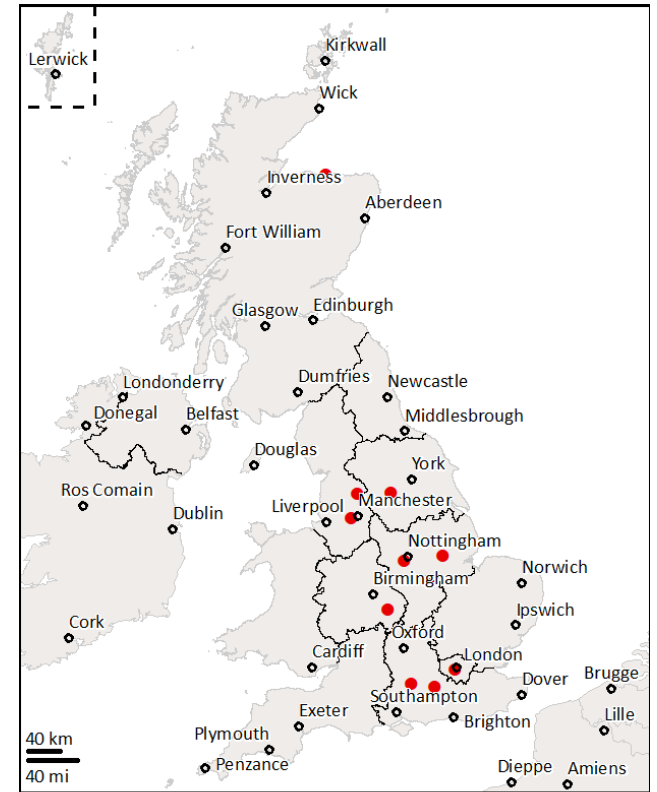
Figure 10. User hotspots in the UK – Veterans’ Gateway mobile directory, January 2021



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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.

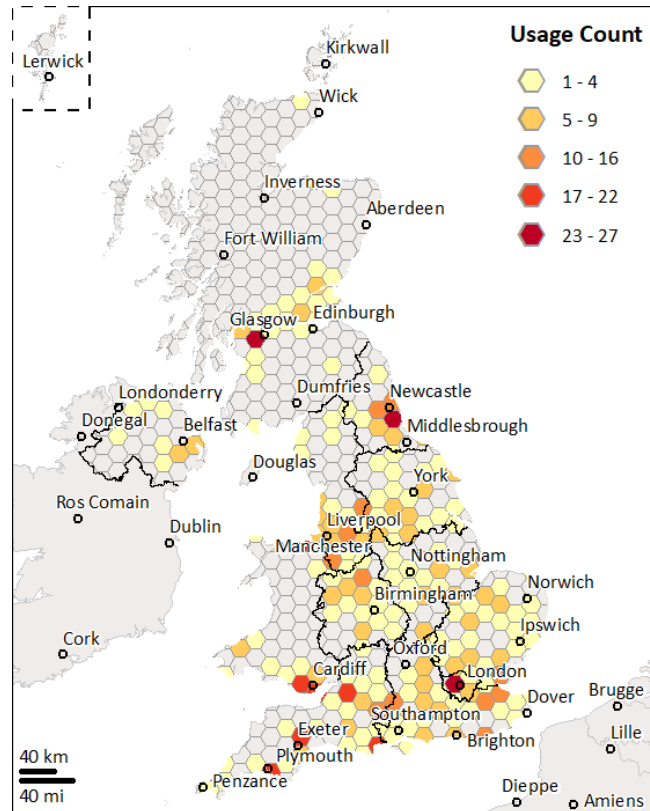
Figure 11. User outliers in the UK – Veterans’ Gateway mobile directory, January 2021



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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, January 2021



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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 – Veterans’ Gateway mobile directory, January 2021

N = 978

Region	Usage Count	Usage Percentage
South West	149	15.24%
South East	123	12.58%
East of England	100	10.22%
North West	95	9.71%
Wales	93	9.51%
Scotland	86	8.79%
North East	81	8.28%
West Midlands	67	6.85%
Yorkshire and The Humber	67	6.85%
East Midlands	48	4.91%
London	36	3.68%
Northern Ireland	33	3.37%

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

N = 978

Top 20 Local Authorities	Usage Count	Usage Percentage
Wiltshire	31	3.17%
Denbighshire	22	2.25%
Renfrewshire	21	2.15%
Bournemouth	21	2.15%
Mid Devon	19	1.94%
Gateshead	19	1.94%
Medway	17	1.74%
Bridgend	16	1.64%
Stafford	16	1.64%
Plymouth	15	1.53%
Cheshire West and Chester	14	1.43%
County Durham	14	1.43%
Southend-on-Sea	13	1.33%
Shropshire	13	1.33%
North Tyneside	13	1.33%
Cardiff	12	1.23%
Armagh City, Banbridge and Craigavon	11	1.12%
Doncaster	11	1.12%
Sefton	11	1.12%
Eastbourne	11	1.12%