

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

December 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
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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 December 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 – December 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 December 2021, the directory of services included **17,451** markers, each representing a service available to veterans or service families.

During December 2021, the directory attracted **940** individual searches for services across the UK.

- A total of **261** cases were from the Veterans' Gateway Online Directory.
- A total of **605** cases were from the Veterans' Gateway Mobile Directory.
- A total of **73** cases had users located overseas or with a null location.
- When considering all searches, 'Employment' followed by 'Housing' and 'Mental Wellbeing' were the primary general search criteria.

Usage of the Veterans' Gateway directory of services (all searches), December 2021 (N= 867)

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

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

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

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

- South East followed by South West and London were the regions with the highest directory usage during December 2021.

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

- Havant followed by Test Valley and Haringey were the local authorities with the highest online usage.

Veterans' Gateway Online Directory, December 2021 (N= 261)

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

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

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

- 'Housing – Homelessness', followed by 'Employment – Job Seeking' and 'Housing – Housing Advice and Support' were the primary online search criteria.

Table 7 provides an overview of the online usage across each country/region of the UK during December 2021.

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

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

- Test Valley followed by Barnet and Walsall were the local authorities with the highest online usage.

Veterans' Gateway Mobile Directory, December 2021 (N= 605)

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

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

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

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

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

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

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

- Havant followed by Ashford and Bridgend were the local authorities with the highest mobile usage.

Veterans' Gateway mobile platform performance data

- Total downloads since app launch: 6,662 on Apple and 6,205 on Android.
- Number of software crashes since app launch: 28 on Apple and 195 on Android.
- Number of downloads in December: 65 on Apple and 102 on Android.
- Number of software crashes in December: 2 on Apple and 3 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, December 2021

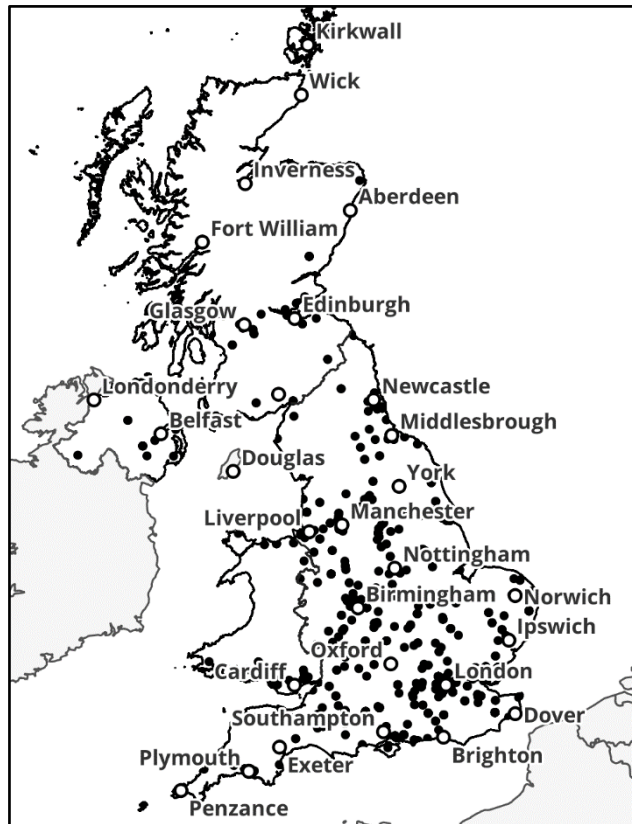
Search Criteria	Search Count	Search Percentage
Employment	161	18.57%
Housing	160	18.45%
Mental Wellbeing	130	14.99%
Finances	123	14.19%
Family and Communities	75	8.65%
Physical Health	71	8.19%
Local Government Support	53	6.11%
Legal Support and Advocacy	36	4.15%
National Charities/Organisations	32	3.69%
Specific Search for Organisation	26	3.00%
Total	867	100%

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	83	9.57%
Housing - Homelessness	67	7.73%
Mental Wellbeing - Accessing Support	60	6.92%
Housing - Housing Advice and Support	41	4.73%
Employment - Education and Training	38	4.38%
Finances - Benefits	35	4.04%
Finances - Grants	33	3.81%
Legal Support and Advocacy - Legal Advice	29	3.34%
Specific Search for Organisation	26	3.00%
Family and Communities - Support Groups and Emotional Support	25	2.88%
Finances - Pensions and Compensation	24	2.77%
Mental Wellbeing - Support Groups and Emotional Support	24	2.77%
Housing - Independent Living	22	2.54%
Finances - Money and Debt Advice	18	2.08%
Employment - Volunteering	18	2.08%
Mental Wellbeing - Treatment	16	1.85%
Family and Communities - Recreation	15	1.73%
Employment - Self Employment	15	1.73%
Physical Health - GPs	12	1.38%
Family and Communities - Drug and Alcohol Services	11	1.27%
Finances - Financial Services	11	1.27%
Mental Wellbeing - Drug and Alcohol Services	10	1.15%
Housing - Supported Living	10	1.15%
Housing - Retirement	10	1.15%
Mental Wellbeing - GPs	9	1.04%
Family and Communities - GPs	9	1.04%
Physical Health - Rehabilitation and Recovery	9	1.04%
Physical Health - Healthcare Services	8	0.92%
Family and Communities - Support for Carers	8	0.92%
Physical Health - Home and Mobility Aids	8	0.92%
Physical Health - Drug and Alcohol Services	8	0.92%
Physical Health - Support Groups and Emotional Support	8	0.92%
Local Government Support - East Midlands	8	0.92%
Housing - Eviction and Repossession	7	0.81%
National Charities/Organisations - SSAFA	7	0.81%
Family and Communities - Bereavement	7	0.81%

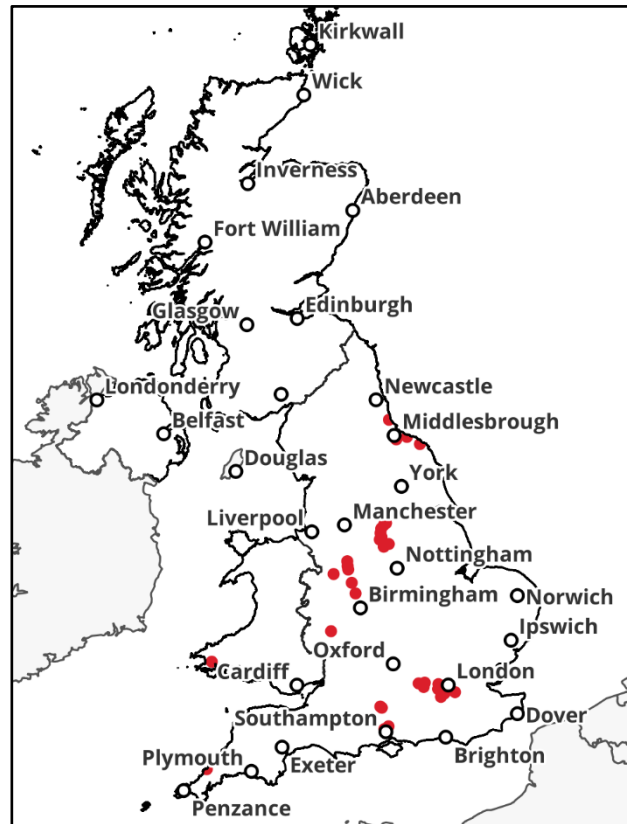
Search Criteria	Search Count	Search Percentage
Local Government Support - Scotland	7	0.81%
Local Government Support - Wales	7	0.81%
Employment - Transition	6	0.69%
Mental Wellbeing - Sports	6	0.69%
National Charities/Organisations - Royal British Legion	6	0.69%
Local Government Support - West Midlands	5	0.58%
Physical Health - Sports	5	0.58%
Physical Health - End of Life Care	5	0.58%
Mental Wellbeing - Bereavement	5	0.58%
Local Government Support - Northern Ireland	5	0.58%
Local Government Support - South East	4	0.46%
Local Government Support - Yorkshire/ The Humber	4	0.46%
Local Government Support - South West	4	0.46%
Legal Support and Advocacy - Legal Aid	4	0.46%
Physical Health - Blind Veterans	4	0.46%
National Charities/Organisations - Help for Heroes	4	0.46%
Local Government Support - North West	3	0.35%
Physical Health - Nursing and Dementia Care	3	0.35%
National Charities/Organisations - Armed Forces Covenant Fund Trust	3	0.35%
National Charities/Organisations - Combat Stress	3	0.35%
Local Government Support - East of England	3	0.35%
National Charities/Organisations - Legion Scotland	3	0.35%
Local Government Support - North East	2	0.23%
Housing - Respite Care (Day Care and Respite)	2	0.23%
Legal Support and Advocacy - Legal Advocacy	2	0.23%
National Charities/Organisations - ASDIC Drop In Centres	2	0.23%
National Charities/Organisations - Mind	2	0.23%
Finances - Support for the Gurkha Community	2	0.23%
National Charities/Organisations - British Red Cross	1	0.12%
Housing - Nursing and Dementia Care	1	0.12%
Legal Support and Advocacy - Support for the Gurkha Community	1	0.12%
Physical Health - Limb Loss	1	0.12%
Local Government Support - London	1	0.12%
Employment - Support for Offenders	1	0.12%
National Charities/Organisations - Samaritans Branches	1	0.12%
Total	867	100%

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



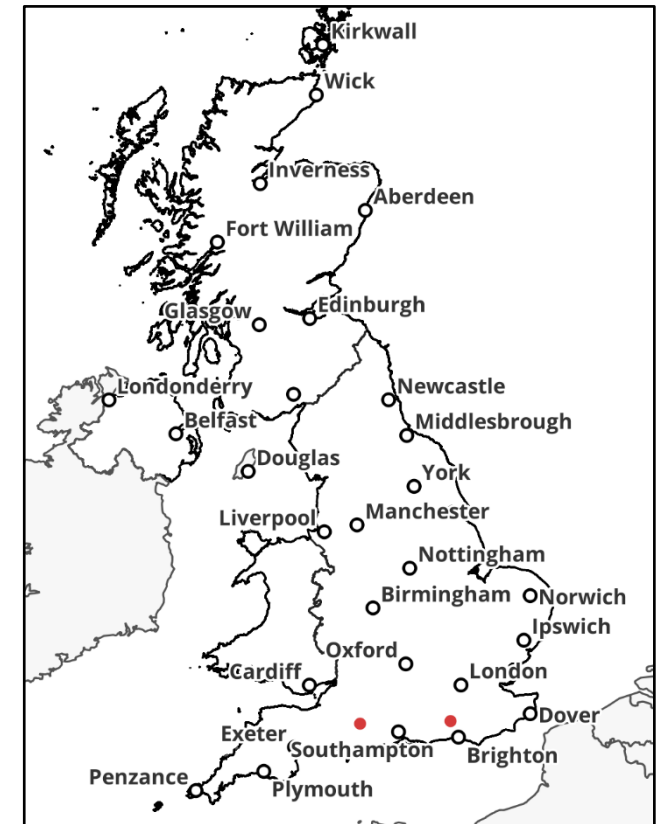
The figure above shows the location of all the postcode districts with directory users during December 2021.

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



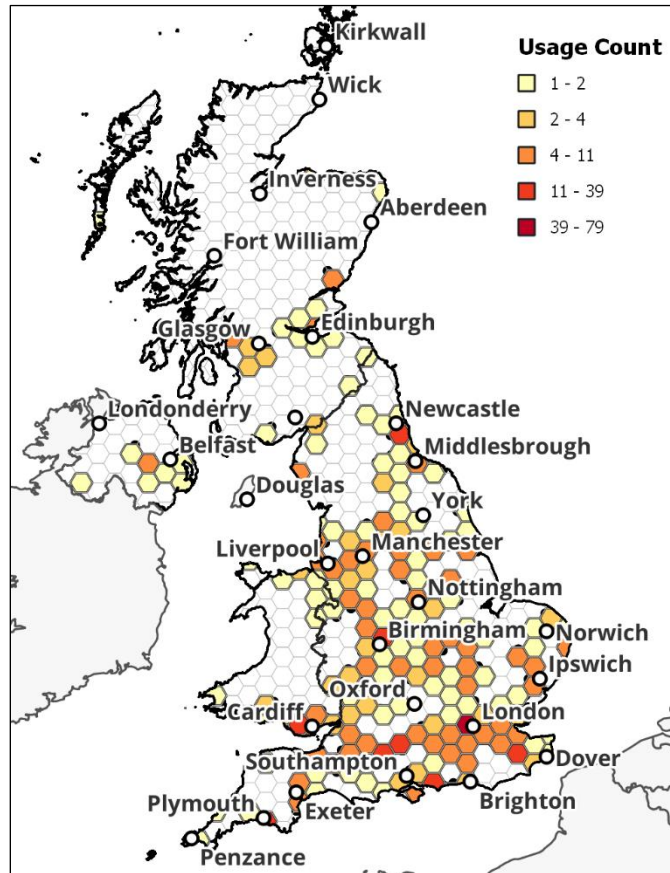
The figure above shows postcode districts that can be considered hotspots, because they have a high number of directory users in comparison with the remaining postcodes. This pattern is not attributable to random chance.

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



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, December 2021



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, December 2021

N = 867

Region	Usage Count	Usage Percentage
South East	176	20.30%
South West	116	13.38%
London	91	10.50%
East of England	75	8.65%
West Midlands	71	8.19%
Yorkshire and The Humber	62	7.15%
North West	55	6.34%
Scotland	55	6.34%
Wales	54	6.23%
East Midlands	52	6.00%
North East	44	5.07%
Northern Ireland	16	1.85%

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

N = 867

Top 20 Local Authorities	Usage Count	Usage Percentage
Havant	28	3.23%
Test Valley	22	2.54%
Haringey	21	2.42%
Wiltshire	21	2.42%
Ashford	19	2.19%
Bridgend	18	2.08%
Barnet	16	1.85%
Plymouth	15	1.73%
City of London	13	1.50%
Lambeth	13	1.50%
South Somerset	13	1.50%
Sheffield	12	1.38%
Walsall	11	1.27%
Waveney	11	1.27%
Sunderland	11	1.27%
North East Lincolnshire	11	1.27%
Exeter	10	1.15%
Fife	10	1.15%
Armagh City, Banbridge and Craigavon	9	1.04%
Shropshire	9	1.04%

Usage of the Veterans' Gateway Online Directory

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

Search Criteria	Search Count	Search Percentage
Housing	63	24.14%
Employment	49	18.77%
Mental Wellbeing	37	14.18%
Family and Communities	30	11.49%
Specific Search for Organisation	19	7.28%
Physical Health	18	6.90%
Finances	17	6.51%
National Charities/Organisations	11	4.21%
Local Government Support	10	3.83%
Legal Support and Advocacy	7	2.68%
Total	261	100%

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

Search Criteria	Search Count	Search Percentage
Housing - Homelessness	36	13.79%
Employment - Job Seeking	26	9.96%
Housing - Housing Advice and Support	20	7.66%
Specific Search for Organisation	19	7.28%
Family and Communities - Support Groups and Emotional Support	17	6.51%
Mental Wellbeing - Accessing Support	17	6.51%
Mental Wellbeing - Support Groups and Emotional Support	11	4.21%
Employment - Volunteering	10	3.83%
Finances - Benefits	8	3.07%
Family and Communities - Recreation	7	2.68%
Housing - Independent Living	7	2.68%
Employment - Education and Training	7	2.68%
Legal Support and Advocacy - Legal Advice	6	2.30%
Finances - Money and Debt Advice	6	2.30%
Physical Health - Support Groups and Emotional Support	4	1.53%
Family and Communities - Drug and Alcohol Services	4	1.53%
Mental Wellbeing - Treatment	4	1.53%
Finances - Financial Services	3	1.15%
Local Government Support - South West	3	1.15%
Physical Health - Drug and Alcohol Services	3	1.15%
Employment - Self Employment	3	1.15%
Local Government Support - South East	3	1.15%
Employment - Transition	3	1.15%
Physical Health - Blind Veterans	2	0.77%
National Charities/Organisations - SSAFA	2	0.77%
Physical Health - Healthcare Services	2	0.77%
Physical Health - End of Life Care	2	0.77%
Physical Health - GPs	2	0.77%
Family and Communities - Support for Carers	2	0.77%
Physical Health - Rehabilitation and Recovery	2	0.77%
National Charities/Organisations - Legion Scotland	2	0.77%
National Charities/Organisations - Mind	2	0.77%
Mental Wellbeing - Bereavement	2	0.77%
Mental Wellbeing - Sports	2	0.77%
National Charities/Organisations - ASDIC Drop In Centres	1	0.38%

Search Criteria	Search Count	Search Percentage
Local Government Support - East of England	1	0.38%
National Charities/Organisations - British Red Cross	1	0.38%
National Charities/Organisations - Royal British Legion	1	0.38%
Local Government Support - Scotland	1	0.38%
Mental Wellbeing - Drug and Alcohol Services	1	0.38%
Physical Health - Nursing and Dementia Care	1	0.38%
Legal Support and Advocacy - Legal Aid	1	0.38%
National Charities/Organisations - Help for Heroes	1	0.38%
Local Government Support - East Midlands	1	0.38%
Local Government Support - West Midlands	1	0.38%
National Charities/Organisations - Armed Forces Covenant Fund Trust	1	0.38%
Total	261	100%

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

N = 261

Region	Usage Count	Usage Percentage
South East	63	24.14%
London	48	18.39%
West Midlands	33	12.64%
South West	32	12.26%
North West	17	6.51%
North East	16	6.13%
Yorkshire and The Humber	14	5.36%
East of England	12	4.60%
East Midlands	9	3.45%
Wales	8	3.07%
Scotland	7	2.68%
Northern Ireland	2	0.77%

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

N = 261

Top 20 Local Authorities	Usage Count	Usage Percentage
Test Valley	20	7.66%
Barnet	16	6.13%
Walsall	11	4.21%
City of London	10	3.83%
Sunderland	8	3.07%
Exeter	8	3.07%
Taunton Deane	7	2.68%
Trafford	7	2.68%
Wolverhampton	6	2.30%
Haringey	6	2.30%
Medway	6	2.30%
South Oxfordshire	5	1.92%
North East Lincolnshire	5	1.92%
Tonbridge and Malling	4	1.53%
Ealing	4	1.53%
Bromley	4	1.53%
Slough	4	1.53%
Stockton-on-Tees	3	1.15%
Islington	3	1.15%
Horsham	3	1.15%

Usage of the Veterans' Gateway mobile directory of services

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

Search Criteria	Search Count	Search Percentage
Employment	112	18.51%
Finances	105	17.36%
Housing	97	16.03%
Mental Wellbeing	93	15.37%
Physical Health	53	8.76%
Family and Communities	45	7.44%
Local Government Support	43	7.11%
Legal Support and Advocacy	29	4.79%
National Charities/Organisations	21	3.47%
Specific Search for Organisation	7	1.16%
Total	605	100%

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

Search Criteria	Search Count	Search Percentage
Employment - Job Seeking	57	9.42%
Mental Wellbeing - Accessing Support	43	7.11%
Finances - Grants	33	5.45%
Employment - Education and Training	31	5.12%
Housing - Homelessness	31	5.12%
Finances - Benefits	27	4.46%
Legal Support and Advocacy - Legal Advice	23	3.80%
Finances - Pensions and Compensation	23	3.80%
Housing - Housing Advice and Support	21	3.47%
Housing - Independent Living	15	2.48%
Mental Wellbeing - Support Groups and Emotional Support	13	2.15%
Mental Wellbeing - Treatment	12	1.98%
Employment - Self Employment	12	1.98%
Finances - Money and Debt Advice	12	1.98%
Housing - Retirement	10	1.65%
Physical Health - GPs	10	1.65%
Housing - Supported Living	10	1.65%
Mental Wellbeing - GPs	9	1.49%
Mental Wellbeing - Drug and Alcohol Services	9	1.49%
Family and Communities - GPs	9	1.49%
Family and Communities - Support Groups and Emotional Support	8	1.32%
Finances - Financial Services	8	1.32%
Family and Communities - Recreation	8	1.32%
Employment - Volunteering	8	1.32%
Physical Health - Home and Mobility Aids	8	1.32%
Housing - Eviction and Repossession	7	1.16%
Family and Communities - Drug and Alcohol Services	7	1.16%
Specific Search for Organisation	7	1.16%
Local Government Support - Wales	7	1.16%
Family and Communities - Bereavement	7	1.16%
Physical Health - Rehabilitation and Recovery	7	1.16%
Local Government Support - East Midlands	7	1.16%
Family and Communities - Support for Carers	6	0.99%
Physical Health - Healthcare Services	6	0.99%
Local Government Support - Scotland	6	0.99%

Search Criteria	Search Count	Search Percentage
Physical Health - Sports	5	0.83%
Local Government Support - Northern Ireland	5	0.83%
Physical Health - Drug and Alcohol Services	5	0.83%
National Charities/Organisations - SSAFA	5	0.83%
National Charities/Organisations - Royal British Legion	5	0.83%
Physical Health - Support Groups and Emotional Support	4	0.66%
Local Government Support - Yorkshire/ The Humber	4	0.66%
Mental Wellbeing - Sports	4	0.66%
Local Government Support - West Midlands	4	0.66%
National Charities/Organisations - Combat Stress	3	0.50%
Physical Health - End of Life Care	3	0.50%
National Charities/Organisations - Help for Heroes	3	0.50%
Legal Support and Advocacy - Legal Aid	3	0.50%
Mental Wellbeing - Bereavement	3	0.50%
Employment - Transition	3	0.50%
Local Government Support - North West	3	0.50%
National Charities/Organisations - Armed Forces Covenant Fund Trust	2	0.33%
Physical Health - Nursing and Dementia Care	2	0.33%
Finances - Support for the Gurkha Community	2	0.33%
Housing - Respite Care (Day Care and Respite)	2	0.33%
Legal Support and Advocacy - Legal Advocacy	2	0.33%
Physical Health - Blind Veterans	2	0.33%
Local Government Support - East of England	2	0.33%
Local Government Support - North East	2	0.33%
Local Government Support - South East	1	0.17%
Local Government Support - London	1	0.17%
National Charities/Organisations - ASDIC Drop In Centres	1	0.17%
Local Government Support - South West	1	0.17%
National Charities/Organisations - Legion Scotland	1	0.17%
National Charities/Organisations - Samaritans Branches	1	0.17%
Legal Support and Advocacy - Support for the Gurkha Community	1	0.17%
Housing - Nursing and Dementia Care	1	0.17%
Physical Health - Limb Loss	1	0.17%
Employment - Support for Offenders	1	0.17%
Total	605	100%

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

N = 605

Region	Usage Count	Usage Percentage
South East	113	18.68%
South West	84	13.88%
East of England	63	10.41%
Yorkshire and The Humber	48	7.93%
Scotland	48	7.93%
Wales	46	7.60%
East Midlands	43	7.11%
London	43	7.11%
West Midlands	38	6.28%
North West	38	6.28%
North East	27	4.46%
Northern Ireland	14	2.31%

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

N = 605

Top 20 Local Authorities	Usage Count	Usage Percentage
Havant	27	4.46%
Ashford	19	3.14%
Bridgend	18	2.98%
Wiltshire	18	2.98%
Plymouth	15	2.48%
Haringey	15	2.48%
Lambeth	13	2.15%
Sheffield	11	1.82%
South Somerset	11	1.82%
Waveney	11	1.82%
Fife	10	1.65%
Bury	9	1.49%
Armagh City, Banbridge and Craigavon	9	1.49%
Doncaster	8	1.32%
Shropshire	8	1.32%
Argyll & Bute	8	1.32%
Angus	7	1.16%
South Cambridgeshire	7	1.16%
Cornwall	7	1.16%
County Durham	7	1.16%