

ENABLE MY TRIP

England & Wales · Charity number 1184400

Details

Status Registered

Legal form CIO

Registered 2019-07-12

Register [View on the Charity Commission register](#)

Contact

Address 77 Golf Links Road
Ferndown
BH22 8BU

Phone 07999531152

Email enablemytrip@gmail.com

Website www.enablemytrip.com

Activities

Objects: FOR THE PUBLIC BENEFIT, TO RELIEVE THE NEEDS OF DISABLED PEOPLE AND THEIR FAMILIES AND CARERS AND PROMOTE EQUALITY OF DISABLED TRAVELLERS BY THE PROVISION OF INFORMATION TO HELP THEM ACCESS SUITABLE ACCOMMODATION AND TRAVEL SERVICES, RESPITE BREAKS AND SUPPORTED HOLIDAYS APPROPRIATE FOR THEIR NEEDS

Activities: To enable those with mobility challenges to source suitable accommodation and travel services when travelling for business or pleasure. The charity seeks to offer services whereby disabled travellers are offered the fullest choice, not limited to listings purely governed by an organisation's financial strength or corporate identity.

Classification

- **How:** Provides Services, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Disability, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** People With Disabilities

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-11	£9,258	£5,944	-	-
2024-07-11	£7,540	£5,629	-	-
2023-07-11	£4,882	£2,672	-	-
2022-07-11	£6,460	£4,644	-	-
2021-07-11	£4,749	£790	-	-

Trustees

Name	Role	Appointed
SIMON TIMOTHY MILLER MBA	Chair	2018-10-22
James Burr		2023-02-01
LOUISE NORTHBROOKE		2019-06-28
PATSY HALLMEY		2019-06-19
Robert Scott		2023-02-01
STEVE BUTTERWORTH		2019-06-19

ENABLE MY TRIP

England & Wales - Charity number 1184400

Accounts

Minutes of the Annual **General Meeting** on 22nd August 2025 at 7pm held at :
Piazzo Lounge, The Square, Wimborne

Present:

Simon Miller
Patsy Hallmey (video link)
Jamie Burr
Steve Butterworth



Apologies:

Rob Scott
Louise Northbrooke

Welcome and Apologies:

The meeting commenced at 19.10. Everyone was welcomed and thanked for attending. Simon announced that Rob and Louise could not attend due to personal commitments. Patsy joined the meeting by What'sApp call.

Minutes of the Last AGM Meeting:

Taken as a true record of events at the meeting, proposed by Steve seconded by Jamie.

Chairman's Report:

The past year has seen some changes to our website and the way our listings are presented. Simon attended World Travel Market in London in November, BTTS and Naidex Birmingham in March, Kidz to Adulz in May, and LATA Expo in June, to spread the word about accessible travel., increase contacts and promote networking opportunities. We have had several fundraising events , two quiz nights, three 'stall' events including Bryanston School, Canford School, Fete on the Field in Ferndown and Parallel Windsor.

Our Tombola type stall and latterly 'Spin to Win' has been partly supported by Tesco Tower Park, who have been happy to donate excess stock. Tesco also donated £300 to EMT. . These stalls could not have been possible without the unwavering help and commitment of the Chairman's wife , Avril, Trustees, and our volunteers. A Garage Sale in November took place, selling some Tesco stock and bought items from Bailey Gate Warehouse. As a member of LATA (Latin American Travel Association) Simon attended as a delegate this year and spent three days engaged with suppliers.

Simon was asked once more by Travel Weekly to judge a short list of three companies offering the most accessible holidays, Simon was unable to attend the prestigious Globe Awards in London in January.

In January, we invested £750 in 'Run For Charity' (RFC) , giving EMT access to a number of events such as full and half marathons, 'tough mudders', bungee jumps etc. So far t has been a disaster, and we have withdrawn the facility from the website. Fortunately, RFC will initially extend our membership to July 2026. Simon will contact them about this.

Our Google Ads Grant is still being under utilised (but see 'Individual trustee reports below). The skills gaps in developing this resource are recognised and we yet again will need to make good use of our Google Ads Grant.

With help from a friend, and the AI App 'Suno' we produced 18 versions of an 'Enable My Trip Song' in various styles using the same lyrics. One of the versions has been used as backing to a video which was posted on social media.

We have no other volunteers at present, although Simon did make contact with a young woman called 'Luca' who is a wheelchair user, at Naidex. She initially volunteered her services to help promote EMT using her favourite, Tik-Tok. She needs some income as she is studying, and I agreed that I would pay her as a 'Freelancer' once I am happy with what she is doing, I agreed a rate of £10 an hour and she would be willing to take on the role of a social media coordinator, in

which she would recruit and organise volunteers to keep the content flow, as well as her own content creation.

The ultimate aim is to get suppliers to sign up as a 'Prime Listing' member at a nominal fee per month, anything from £5-20 a month and they would get higher ranking in the results and a guaranteed amount of promotion via social media.

Treasurer's Report:

Steve presented the meeting with the annual accounts which showed a credit balance of £12,475 at year end. He commended the efforts that EMT has made in raising funds, and stated that the Charity was in a good position financially, with reserves to cover fixed costs for at least two years. The accounts are shown at the end of the minutes.

Individual Trustee Reports:

Jamie presented the meeting with some impressive Google Ads Results which demonstrated a noticeable rise in website visits towards the third quarter of 2025. It is noticeable that the majority of people reacting to our adverts are female and aged 35 and above. The number of male responders in the age group 55-64 is similar tenth number of females aged 25-34. It should be noted that these figures are based on 62% of impressions. The report is shown at the end of the minutes.

Website Status:

We committed to a one-off cost of \$1695 for SEO improvement. Additionally we also committed to a monthly fee of \$295 which has included ongoing SEO optimisation and website improvements . Currently our website developers are working on a major change so that searches and navigation will be more intuitive. We will be including location searches by regions such as 'The Cotswolds' 'Mediterranean Islands' or 'USA East Coast'. Amenities filtering will be improved immensely.

Visitors over the past 28 days to our website have been 3k up from 1.7k at the same period last year. Other statistics for the past 28 days : 8.4k views 2.9k new users 1m 29s average time on website . Users by country: UK 66% USA 12.5% Australia 4% Canada 2.5% Ireland 2%.

There are probably over 500 items waiting to be entered onto the website.

Social Media:

Followers on Facebook are now in excess of 900. Postings have been patchy with not enough hours in the day to do everything.

Volunteers:

Mentioned previously, Luca was a potential volunteer, but now wishes to be a part-time ad hoc contributor. No other volunteers except our own Trustees and those who have helped at events.

Fundraising and Financial

We bought a job lot from the Bailey Gate Warehouse which was closing down, and have used this to increase our funds, shifting everything from wardrobes to plastic cat ornaments. A lot of Tesco new stock increased our capabilities. In conjunction with Koloko Direct a not for profit organisation specialising in holidays for neuro-diverse people, we ran an online holiday competition which brought in around £170 for each organisation. In total we have increased our funds over the past year substantially. A friend of Simon's 'Keryn' has raised over £900 selling Tesco clothing, mainly underwear , using the Vinted App.

Future events include a couple of quiz nights. These are booked for Thursday 9th October, and either Thursday 11th or 18th December. Both will be held at St Anthony's Church Hall in West Moors.

Marketing and Exposure:

As mentioned, social media posts have been patchy, yet we still have increased visits to our website substantially. A lot of this increase is thanks to the efforts of Jamie who has spent time

examining the way we go about promoting ourselves, with attention to the detail of keywords, phrases and how frequently these are used. Apart from our Google ranking, and social media, exposure over the past year has been mainly via events, and networking with suppliers at events and through LinkedIn.

Any Other Business:

Simon mentioned that despite efforts liaising and networking with suppliers (such as accommodation providers, destination management companies etc) it was a frustrating situation. many made ' all the right noises' but failed to deliver the information required. This is despite diligently following up on conversations. Jamie experience the same situation, particularly with regard to World tRavel market where he estimated that less than 5% had made any meaningful contact. Simon said that this situation is not limited to EMT. Even the massive organisation, 'Wheel the World' complete with backing from Expedia is facing similar issues.

Jamie raised the issue of contracting a 'Social Media Co-ordinator', by using a 'Virtual Assistant'. Samatha Smits from The Netherlands (one of Jamie's and EMT contacts) uses this function via a facility based in South Africa. This is priced at about EUR10 per hour. We will look at this and other options also determine a budget for future expenditure like this.

Jamie suggested that as we know had a healthy balance to consider regular podcasts utilising the facilities at 'The Foundry' in Poole.

The meeting closed at 20.00.

Date of Next Meeting:

TBA

Enable My Trip Accounts - Year End 11th July 2025

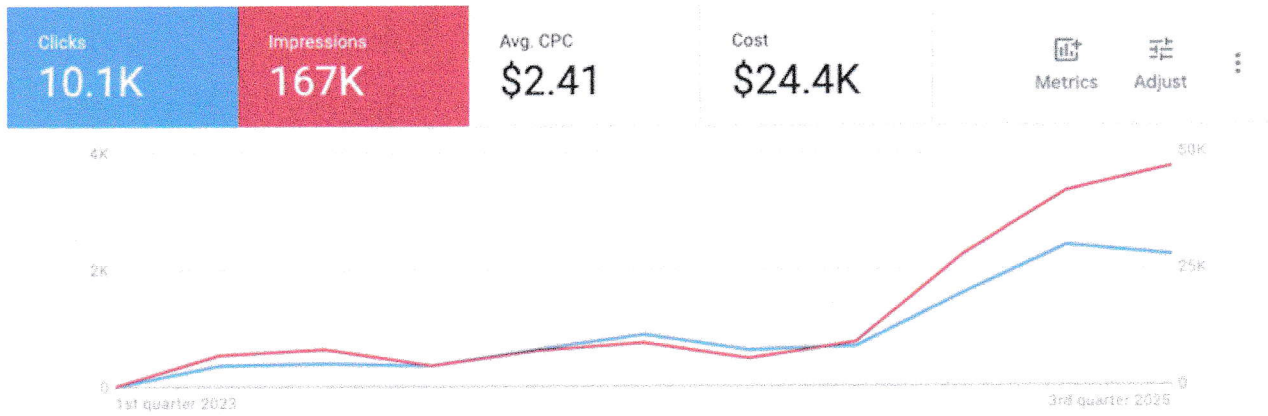
Income		Expenditure	
Donations - GoodHub & Crowdfunder	290.70	Website Development & Maintenance Fees	4,443.62
Donations - Other	1,800.00	Software	53.90
Fundraising and raffle	6,836.51	Fundraiser Regulator Subscription	60.00
Village Hall Hire Refund	206.00	Postage, Printing and Stationery	182.60
Gift Aid	124.83	Third Party Liability Insurance	157.90
		Ebay, SumUp & PayPal Fees	23.20
		Travel Costs and Subsistence	160.63
		Travel Show Costs & Accomodation (Incl refund)	3.17
		Currency Transaction Fees	108.70
		Sign-up fees for sports event (unsuccessful)	750.00
Total Income	£9,258.04	Total Expenditure	£5,943.72
Less Expenditure	5,943.72		
Surplus for the year	£3,314.32	Balance in Lloyds Current Account	12,475.25
Balance B/Forward	£9,160.93		
Balance Carried Forward	£12,475.25	Balance Carried Forward	£12,475.25



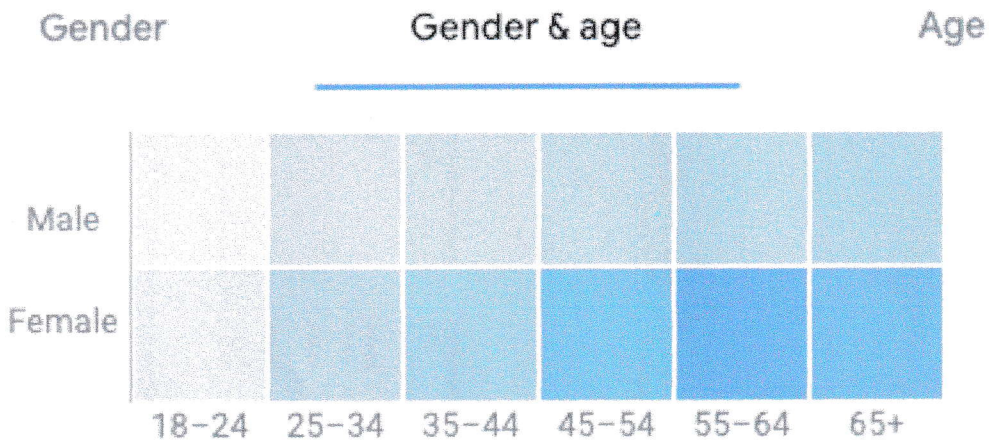
Signed - S Butterworth (Treasurer & Trustee)

Date signed: 15th July 2025

Google Ads All-time Results



Summary of the demographic groups your ads are reaching by age and gender



Based on the 62% of your impressions with known gender and age. (?)

Searches Sort by: Impressions Keywords + Add keyword

Top searches and words within searches where people saw your ads

summary of how your keywords are performing

	Cost	Clicks	CTR
accessible travel	US\$3,633.75	1,956	6.96%
wheelchair accessible vacation rentals	US\$2,642.21	1,397	6.76%
disability	US\$2,340.11	1,269	6.98%
travel	US\$867.61	484	5.46%
wheelchair accessible vacation	US\$622.04	337	8.17%

All searches < 1 / 10 > Keywords Negative keywords < 1 / 10 >

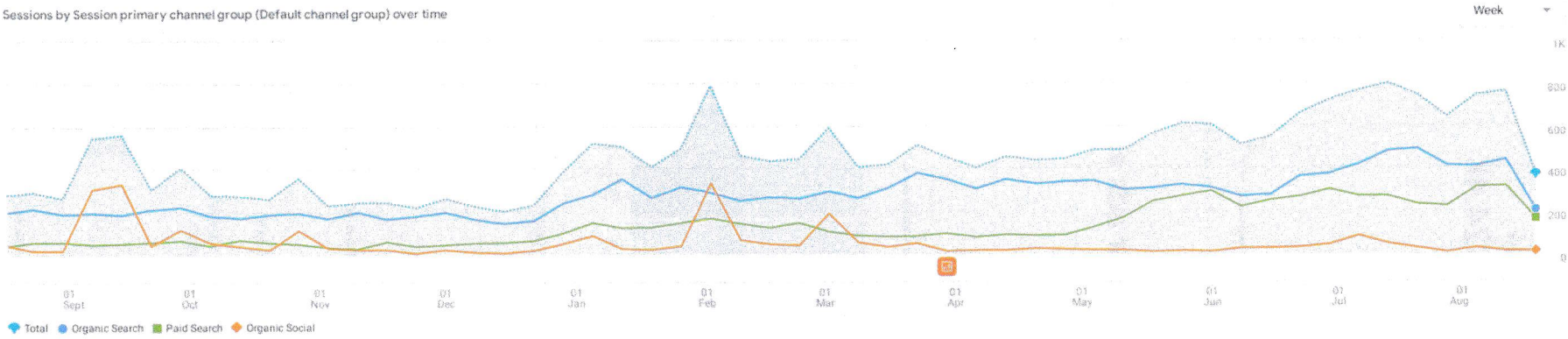
All Users [Add comparison](#)

Last 12 months 19 Aug 2024 - 19 Aug 2025

Traffic acquisition: Session primary channel group (Default channel group)

Session primary channel ...

Sessions by Session primary channel group (Default channel group) over time



Plot rows Search Rows per page: 10 1-3 of 3

Session primary...channel group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	Key events	Session key event rate	Total revenue
Total	23,904 (100% of total)	16,127 (100% of total)	67.47% (Avg 0%)	1m 26s (Avg 0%)	6.66 (Avg 0%)	159,101 (100% of total)	0.00	0%	£0.00
1 Organic Search	14,708 (61.53%)	10,212 (63.32%)	69.43%	1m 37s	6.76	99,357 (62.45%)	0.00 (-)	0%	£0.00 (-)
2 Paid Search	6,980 (29.2%)	4,916 (30.48%)	70.43%	1m 16s	6.79	47,378 (29.78%)	0.00 (-)	0%	£0.00 (-)
3 Organic Social	2,700 (11.3%)	1,118 (6.93%)	41.41%	39s	4.58	12,366 (7.77%)	0.00 (-)	0%	£0.00 (-)

Enable My Trip Accounts - Year End 11th July 2025

Income		Expenditure	
Donations - GoodHub & Crowdfunder	290.70	Website Development & Maintenance Fees	4,443.62
Donations - Other	1,800.00	Software	53.90
Fundraising and raffle	6,836.51	Fundraiser Regulator Subscription	60.00
Village Hall Hire Refund	206.00	Postage, Printing and Stationery	182.60
Gift Aid	124.83	Third Party Liability Insurance	157.90
		Ebay, SumUp & PayPal Fees	23.20
		Travel Costs and Subsistance	160.63
		Travel Show Costs & Accomodation (Incl refund)	3.17
		Currency Transaction Fees	108.70
		Sign-up fees for sports event (unsuccessful)	750.00
Total Income	£9,258.04	Total Expenditure	£5,943.72
Less Expenditure	5,943.72		
Surplus for the year	£3,314.32	Balance in Lloyds Current Account	12,475.25
 Balance B/Forward	 £9,160.93		
Balance Carried Forward	£12,475.25	Balance Carried Forward	£12,475.25



Signed - S Butterworth (Treasurer & Trustee)

Date signed: 15th July 2025

ENABLE MY TRIP

England & Wales - Charity number 1184400

Accounts

Minutes of the Annual **General Meeting** on 28th August 2024 held at :
Piazzo Lounge, The Square, Wimborne

Present:
Simon Miller
Patsy Hallmey
Jamie Burr
Louise Northbrooke



Apologies:
Steve Butterworth
Rob Scott

Welcome and Apologies:

The meeting commenced at 19.10. Everyone was welcomed and thanked for attending. Simon announced that Rob and Steve could not attend due to personal commitments. We were kindly offered free tapas and drinks by the Piazzo Lounge in Wimborne and use of a secluded area for our meeting.

Minutes of the Last Meeting:

Taken as a true record of events at the meeting, proposed by Patsy and seconded by Louise.

Chairman's Report:

The past year has seen major changes to our website and the way our listings are presented. Simon and Jamie attended World Travel Market in London in November and spread the word about accessible travel. We have had several fundraising events, the most successful in financial terms being the Charity Ball in November, jointly held with Dorset Children's Foundation (DCF).

Our Tombola type stalls have in the been gratefully funded by Tesco Riverside who have been happy to donate excess stock, and much of this stock is shared with DCF. These stalls could not have been possible without the unwavering help and commitment of the Chairman's wife, Avril. Following our free inclusion as a member of LATA (Latin American Travel Association) Simon has attended as part of a panel on inclusive travel, at the LATA Exposition in Windsor and followed this up with a Webinar in conjunction with Sage travelling and Sage Inclusion in the USA, and Amazonian Accessible Lodges from Ecuador.

Asked by Travel Weekly to judge a short list of three companies offering the most accessible holidays, Simon attended the prestigious Globe Awards in London in January. Following a day by day blog about the family's road trip in Australia, in a wheelchair accessible van, these social media posts help boost our visibility by around 20%.

Our Google Ads Grant is underused as Simon has little time to exploit this to the full. It is obvious that what little keywords we have used (namely around accessible vehicle rentals) have produced a good level of related enquiries as we appear high up in Google rankings when people search for wheelchair accessible vehicle rentals. The skills gaps in developing this resource are recognised and we will need help to make good use of our Google Ads Grant.

Volunteers through Bournemouth University's Student Union Hub were disappointing and did not produce the commitment we were hoping for. Future marketing ideas include the composing of an EMT song and jingle to go with videos, and some kind of animation either cartoon or (more ambitiously) our own 'Wallace & Gromit' type characters. Simon has approached On-Line Travel Training (OTT) about compiling an accessible travel training package - they have this covered, but not comprehensively. A future plan to include training packages for the travel and hospitality industry whereby participants get a 'Certificate of Competence' or similar, is a future proposal.

Treasurer's Report:

All trustees present declared no pecuniary advantage or conflict of interest in their work with the charity. As Steve could not attend the meeting he presented a written report of the year end accounts which is summarised: With a carry forward £9,161, Enable MY Trip is on a secure

financial footing. The charity's annual fixed costs (third-party liability insurance and website maintenance fees, including associated currency transaction fees) amount to a modest £1,200.

The majority of expenditure was affordable, targeted, discretionary spend (£4,430). EMT has continued to enjoy healthy donations and successful fundraising activities, however, maintaining relatively modest fixed costs, will allow EMT to remain a viable concern, should income drop in future years.

The Charity Commission takes a dim view of charities maintaining excessive carry forwards. Whilst I believe £9,161 is a comfortable, rather than excessive, carry forward, I recommend that the Trustees look to identify possible additional one-off expenditure that will drive the charity forward in the coming year, whilst maintaining a minimum bank balance of circa £5,000. However, to be clear, I'm not advocating spending for spending's sake, and especially if we have another successful year with regard to fundraising, I'll have no problem reporting another surplus in a year's time.

Individual Trustee Reports:

Louise reported that the formation of an accessible travel working group at her company , Audley Travel , has been delayed. Apparently changes to the organisation which is funding the company means that the directors are concentrating more of core business for now. Jamie has started his own tourism marketing company and will be leaving for Portugal in September for a few months. He assured the meeting that he will still be contactable via his camper van's wife. Jamie suggested we contact Samatha Smith, a sustainable tourism consultant in Holland about future collaboration. Jamie said that he had completed the Google Ads training course. Simon replied to this asking for help in promoting EMT using this medium as we have a \$10,000 monthly ads grant from Google which we are not using wisely. Patsy recently help out at our fundraiser at Canford School and was pleased at the result of our Charity Ball in September, which may be repeated in 2025.

Website Status:

We are now in a position financially to enhance and sharpen up our website. Improvements to SEO rankings will take our software engineer 3-4 days to complete. This is a one-off cost of \$1695. Additionally we need to trial a plan whereby we ensure optimisation of Google interfaces, JAVA script fixes, resource optimisations, and database management. This carries a monthly fee of \$295 to Simon suggested that we employ the SEO optimisation at \$1695 now, and trial the \$295 a month for a year maximum, and then review. Total Cost \$5235 equivalent to about £4326. Visitors over the past 28 days to our website have been 1.7k up from 1.2k. The one-off expenditure of \$1695 and monthly partnership fee of \$295 was proposed by Patsy and seconded by Louise.

Social Media:

Simon is considering signing up to Buffer, a piece of software that allows scheduled postings across multiple social media sites. There is a lot of material gleaned through Google Alerts so that many articles can be written. Simon tried out a re-write using AI of a piece on accessible trains to Luton Airport which turned out ok.

Volunteers:

Apart from two Bournemouth University students who did database entries and article writing, we have had no more successes. The time and effort invested in the processes has not been time well spent.

Fundraising and Financial

We received a donation of £640 from the St James's Place Foundation following Steve's successful application. We have yet to exploit applications to National Lottery etc. We continue to sell items on Ebay, and Facebook Marketplace, and have our quiz nights and Tombolas. The long-term aim is to get our website visitor numbers up to 10,000 per month, and facebook followers and 'likes' to 3,000+. Only then can we approach organisations for sponsorship.

Marketing and Exposure:

We have worked on 'Press Releases' with Lewis, one of our student volunteers. We have three articles ready to go. EMT are attending World travel Market in London in November. We featured 'Rose Marie Lodge' in Clacton as part of an FB competition - we only had 10 entries but 236 visits to their entry on our website. We are shortly to publicise the winner.

Any Other Business: None. Meeting closed at 20.50

Date of Next Meeting: proposed as Thursday 19th December at 19.00, but this will be moved probably to early January.

**Enable My Trip
Accounts - Year End 11th July 2024**

Income

Donations - GoodHub	221.24
Donations - Other	3,006.21
Fundraising and raffle	1,059.00
Charity Ball proceeds	3,254.02

Expenditure

Website Development & Maintenance Fees	3,734.26
Software	265.51
Data Entry Costs	277.00
Postage, Printing and Stationery	153.05
Village Hall Hire	346.00
Ebay, SumUp & PayPal Fees	68.00
Third Party Liability Insurance	131.17
Travel Costs and Subsistance	314.93
Travel Show Costs and Accomodation	308.09
Currency Transaction Fees	31.05

Total Income	£7,540.47
Less Expenditure	5,629.06
Surplus for the year	£1,911.41

Total Expenditure	£5,629.06
Balance in Lloyds Current Account	£9,160.93

Balance B/Forward **£7,249.52**

Balance Carried Forward **£9,160.93**

Balance Carried Forward **£9,160.93**

Signed - S Butterworth (Treasurer & Trustee)



Date signed: 20th August 2024

ENABLE MY TRIP

England & Wales - Charity number 1184400

Accounts

Minutes of the Annual **General Meeting** held at :
77 Golf Links Road, Ferndown BH22 8BU. **Sunday 10th September 2023**



Present:
Simon Miller
Steve Butterworth
Patsy Hallmey (by 'Zoom')
Jamie Burr

Apologies:
Rob Scott
Louise Northbrooke

Welcome and Apologies:

The meeting commenced at 10.07. Everyone was welcomed and thanked for attending. Simon announced that Rob and Louise could not attend due to personal commitments.

Minutes of the Last Meeting:

Taken as a true record of events at the meeting, proposed by Steve and seconded by Jamie.

Chairman's Report:

We have spend good deal of time since the last meeting considering how the website should look and how we can enhance the user experience. This has resulted in a complete redesign which is currently being worked on by our website developer, Luis, who is in Costa Rica. This work has cost USD3000 and is a major cost for us; however our fundraising over the past year has been successful. Simon and Jamie continue to increase our awareness through travel industry contacts, social media and the press media.

Treasurer's Report:

All trustees present declared no pecuniary advantage or conflict of interest in their work with the charity. Steve presented the year end accounts which showed total income for the year ended 11th July 2023 at £4,882.05 and expenditure of £2672.18. Balance in the Lloyd's current account at year end was £7,249.52. We need at least £2700 per year to cover our fixed costs. Acceptance of the accounts was proposed by Patsy and seconded by Jamie.

Website Status:

Following the last meeting, views were sought via an online survey and face to face discussions with current and potential website users. Consequently we have come up with a proposed redesign of the website, and a plan on how to enhance the user experience. Simon has appointed 'Luis' from 2R LLC Software in Costa Rica to make these changes which include the ability to search for suppliers by map.

- The main page will appear more like a travel website.
- More content will be available on the home page to direct users in a logical way.
- Articles and blogs will have more prominence.

Other improvements such as SEO rankings will follow in the next few months.

Social Media:

It was noticeable how our website traffic increased following regular Facebook posts. Jamie said that some articles fell flat, and others were well received resulting in people visiting our website. Jamie has just completed his Google training for Google Analytics, and reported that we had about 1.2k visitors last month, which considering our recent lack of social media engagement was not too bad. Jamie did mention that he needs to be fed articles to manage and post as his personal knowledge was limited. Simon confirmed that he would do this. Patsy suggested that we video a Q & A session with Rosie at the Marsham Court Hotel to use on social media. Jamie will ensure that those who 'like' our FB posts will be invited to join of follow our FB page and group.

Volunteers:

To date our experiences in the recruit of volunteers has been unsuccessful. We have been invited by BU to attend their intake week on 19th September to make a presentation to around 150

students. Jamie and Simon will work on this to make it an interactive event. We will explore the making some kind of 'experiential' video which could form part of this, plus an interactive quiz. We aim to recruit 5-10 volunteers at this presentation. Additionally SUBU has asked that we put together a list of volunteering opportunities ready for 14th September. Jamie suggested that we offer them, as an example, an opportunity to develop relationships with the media, and someone to oversee social media opportunities and posts. Updates on the developments:

- The future 'official' partnership arrangement with BU Travel & Tourism involving volunteers is too onerous for us to take on at present due to the amount of supervision and admin required.
- We need to put together a very well structured 'menu' to give to potential volunteers so that they can choose what type of volunteering job or function would interest them the most.
- Simon is aware that tuition videos need to be in place prior to any take up of volunteering opportunities.

Jamie mentioned that many of the Travel & Tourism students at BU attend World Travel Market (WTM) en masse by coach. It would be a good opportunity for EMT to give them a purpose and objective to their visit to WTM when they attend.

Fundraising and Financial

The big event on the horizon is the 'Charity Ball' on Friday 3rd November jointly with Dorset Children's Foundation. We desperately need more customers for this at £55.95 a head. Simon sent out over 50 letters (by Royal Mail - along with a card with hand painting by DCF children) and has only received 7 replies, four of them negative. We also need some really good auction and/or raffle prizes. All trustees were asked to help on this. Over the year we have had some successful events such as the 'tombola' type stalls, and the quiz nights. Next quiz night probably late November/early December. Patsy suggested that we place the donated Manchester City shirts with one of her contacts 'Jack Pine' who deals in sports memorabilia; a) to get an accurate valuation and b) to auction the shirts on his website IF we do not reach the reserve figure at the Charity Ball. The balance in our account as of today is £4647.91

Marketing and Exposure:

We had a good half page article about EMT in 'Travel Weekly' in August. Off of the back of this Jacob's Media Group invited Simon to 'Global Travel Market Place' in London 12-14 September to meet suppliers. Jamie and Simon are registered as 'Buyers' at World Travel Market 6-9 November. Simon continues to network with new global travel suppliers. Naidex at Birmingham is not an exhibition we will be exhibiting at in the future. Facebook to be used more with FB ads once we are happy with the new look website. Jamie is now more au fait with Google Ads and hopes that he may be able to increase our visibility.


Any Other Business:

Following personal experience of trying to book accessible travel in Australia, Louise has volunteered to join an 'accessible travel working group' at her employer Audley Travel to guide and assist the project. It is hoped that EMT can be involved in some way.

Date of Next Meeting: Sunday 18th February 2024 at 10.00

Enable My Trip

Accounts - Year End 11th July 2023

<u>Income</u>		<u>Expenditure</u>	
Donations - InvestMyCommunity	231.97	Website Development & Maintenance Fees	996.09
Donations - Other	2,333.08	Domain Fees	187.24
Fundraising	2,067.00	Google Fees	114.28
Paypal deposit refund	250.00	Postage, Printing and Stationery	134.90
		Village Hall Hire	45.00
		Ebay, SumUp & PayPal Fees	20.50
		Third Party Liability Insurance	138.82
		Travel Costs	23.61
		Travel Show Accomodation	400.79
		Currency Transaction Fees	10.95
		Marketing	600.00
Total Income	£4,882.05	Total Expenditure	£2,672.18
Less Expenditure	2,672.18		
Surplus for the year	£2,209.87	Balance in Lloyds Current Account	7,249.52
Balance B/Forward	£5,039.65		
Balance Carried Forward	£7,249.52	Balance Carried Forward	£7,249.52
Signed - S Butterworth (Treasurer & Trustee)			
			
Date signed: 4th September 2023			

ENABLE MY TRIP

England & Wales - Charity number 1184400

Accounts

Minutes of the **Annual General Meeting** held by 'Zoom' at :
77 Golf Links Road, Ferndown BH22 8BU. **Tuesday 23rd August 2022**



Present:
Steve Butterworth
Simon Miller
Patsy Hallmey
Louise Northbrooke

Apology:
Paula Street

The 'Zoom' meeting commenced at 10.05 . Everyone was welcomed and thanked for attending. Paula apologised as she is currently out of the country.

Minutes of the Last Meeting:

Taken as a true record of events at the meeting.

Chairman's Report:

Overall we have progressed well, with some major enhancements and developments to the website, funded through generous donations. Our attendance at 'Naidex' in Birmingham, along with associated costs (i.e. accommodation, promotional materials, advertising) , gave us good exposure, but it was felt that our finances would be better spent in other areas in future. We have made inroads into involving volunteers into helping with input but this is proving an uphill struggle at present. We have three potential volunteers - two in the USA, one in Lancashire.

Treasurer's Report:

As mentioned in the Chairman's report we are in a good financial position, with total funds of £5289.65; this amount should cover our fixed costs for the next 2-3 years, as these relate in the main to website licences and domain names. The website developer in Costa Rica has proved good value at a cost of just under £1100.

Website Status:

We have been able to develop the use of 'amenity icons' for easy navigation around the website, and the use of the 'Personal Profile Form'. The whole look of the website is enhanced and more user friendly.

Social Media:

It was felt by the meeting that we need to have greater exposure, but the problem has always been the lack of time and motivation. This is something we need to overcome. A question was raised regarding the use of paid 'social media experts' but it was felt that we would be better compiling posts ourselves as we would have to supply content anyway, and spend time checking grammar and spelling.

Fundraising and Financial

Several fundraising Tombolas have taken place throughout the year raising between £300- £450 per session. The bulk of our income this year has been a result of the generosity of Simon's mother-in-law who kindly donated the sale of her personal items to the charity. Two **quiz nights** are planned, for **Thursday 6th October and Thursday 26th January**, probably to be held at 'The Pilot' in Canford Heath. Louise is organising both - please see if anyone can get donations for the raffles. Dates in diaries please.

Annual Returns:

These have been prepared by our treasurer in line with regulations.

Marketing and Exposure:

All agreed that social media is the best way to promote our charity at present. Our partnership tie up with 'Becoming Rentable' should help our exposure in the USA.

Any Other Business:

Steve thanked Simon for his work over the past year in moving the charity forward.

Date of Next Meeting:

TBA

Meeting closed at 10:45

Enable My Trip
Accounts - Year End 11th July 2022

Income

Donations - VirginMoney Giving	53.88
Donations - InvestMyCommunity	49.44
Donations - Other	5,170.01
Fundraising	1,186.55

Expenditure

Website Development & Maintenance Fees	1,579.98
Domain Fees	230.28
Telephone	35.77
Postage, Printing and Stationery	670.35
Pop-up Signs & Display Stands	184.94
Ebay, SumUp & PayPal Fees	87.38
Third Party Liability Insurance	63.34
Naidex Stand Fees (travel industry trade)	1,566.00
Naidex Related Accommodation	215.18
Currency Transaction Fees	10.79

Total Income	£6,459.88
Less Expenditure	4,644.01
Surplus for the year	£1,815.87

Total Expenditure	£4,644.01
Balance in Lloyds Current Account	5,039.65
Balance in PayPal Account	250.00

Balance B/Forward **£3,473.78**

Balance Carried Forward **£5,289.65**

Balance Carried Forward **£5,289.65**

Signed - S Butterworth (Treasurer & Trustee)



Date signed: 19th August 2022

ENABLE MY TRIP

England & Wales - Charity number 1184400

Accounts



Minutes of **The Annual General Meeting** held at :
7 The Cloisters, BH21 2FP by 'Zoom'

Saturday 3rd July 2021

Present:

Steve Butterworth
Simon Miller
Paula Street
Patsy Hallmey

Apology:

Louise Northbrooke

Everyone was welcomed and thanked for attending the meeting.

Minutes of the Last Meeting:

- The tie-up with 'AccessibleGo' in the USA has been deferred whilst they are spending time on development of their services.
- The assistance we have had from Jamie Burr regarding Social Media assistance has now ceased as he is now working full time. No further help has been obtained
- Brilliant Directories are not able to upgrade the appearance of our website without development costs .Some trustees felt that the current appearance was fit for purpose.
- The social media promotion has been limited to contributing to specialist Facebook sites.
- The £1,000 loan has been repaid; fundraising activities are still on hold due to the pandemic.

Chairman's Report:

The website is still functioning well; any glitches are dealt with by Brilliant Directories promptly. Due to administrative difficulties we have ceased our relationship with Ebay. We have signed up to 'Amazon Smile' as another possible fundraising source. Our membership of 'The Giving Fund' has produced zero results. The Chairman mentioned that there has been little activity in promoting the charity or increasing content in the past three months due to other factors.

Website Development:

Although the website is fit for purpose, a key enhancement will be to offer users the ability to search using multiple filters. At present, they can only select one filter at a time, separately from the other requirements. It is possible for a Brilliant Directories approved developer to carry out enhancement work for around £600-£800. This expenditure was proposed by Steve Butterworth and unanimously approved.

Website Development :

As we have come a long way in the design and content since our last meeting, it was agreed that no further expenditure should be entered into without a full review of benefits and costs. The appearance of the website on mobile phones is not as good as it might be. Enquiries to be made of Brilliant Directories.

Social Media:

We are lacking in skill with Twitter, Instagram and Pinterest we have still not pursued these to date. One of the trustees has offered help via their family experts in this area. Promotion via Twitter and Instagram was seen as a key method in engaging younger potential users.

Fundraising and Financial:

The current balance on the account is £3467.53. Over the year We have had some donations and funds mainly through the sale of products donated. It is apparent that our running costs are quite low, and that we should not lose sight of using funds prudently, for the purpose they were raised or donated. Fundraising events have been on hold and this will continue until the pandemic threat is at an acceptable level to society.

Annual Returns:

Steve said that he will arrange to complete the requirements of the Charity Commissioners, and HMRC.

Marketing and Exposure:

We continue to promote EMT through social media where feasible, it has been restricted to responses on Facebook groups.. EMT leaflets will be available during the 'Bournemouth Pride' event on 20th August. It was agreed that we should fund information cards to hand out to anyone we see out and about in a wheelchair. The A5 leaflets are good, but not easily carried by trustees and promoters of the charity as a matter of course. Enable My Trip has contacted two internet radio stations with a view to having a 'slot' - 'Charitable Radio' and 'Travel Radio'.

Any Other Business:

Help is urgently needed to research and input information, promote via social media, and for a PR promoter. Contacts to be made with Bournemouth University again for help. We are to also explore gaining volunteers from disability charities who may have contacts willing to help.

Date of Next Meeting:

To be held on **Saturday 11th September 2021 at 10.00**

Enable my Trip
Draft Accounts - Year End 11th July 2021

Income

Donations - VirginMoney Giving 1,605.95
Donations - Other 3,143.34

Total Income £4,749.29
Less Expenditure 790.07
Surplus for the year £3,959.22

Balance B/Forward **-£485.44**

Balance Carried Forward £3,473.78
Loan Repaid - S T Miller (24/03/21) 1,000.00

Expenditure

Website development charges 373.00
Currency transaction fees 10.25
Domain Fees 176.82
Printing and Stationery 50.00
VirginMoney Giving setup fee 180.00

Total Expenditure £790.07

Balance on Lloyds Current Account 3,473.78

Balance Carried Forward £3,473.78

Signed - S Butterworth (Treasurer & Trustee)



Date signed: 14th July 2021
