

# BLUEBELLS PREGNANCY CHOICES

England & Wales · Charity number 1201306

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2022-12-12

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

## Contact

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**Address** 1 Bedford Villa  
Church Road  
Smeeth  
Ashford  
Kent  
TN25 6RX

**Phone** +447532466463

**Email** [racheljosie@hotmail.co.uk](mailto:racheljosie@hotmail.co.uk)

## Activities

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**Objects:** (1) THE PRESERVATION AND PROTECTION OF WOMEN'S HEALTH BY THE PROVISION OF SUPPORTIVE COUNSELLING, SIGNPOSTING AND ASSISTANCE TO WOMEN, THEIR PARTNERS AND FAMILIES, WHO ARE SUFFERING FROM ANY PHYSICAL OR MENTAL ILLNESS, DISTRESS OR POVERTY DURING OR AS A RESULT OF UNPLANNED PREGNANCY OR FOLLOWING AN ABORTION OR MISCARRIAGE.(2) THE ADVANCEMENT OF EDUCATION IN THE SUBJECT OF PREGNANCY AND THE TERMINATION OF PREGNANCY AND INTO THE EFFECTS THEREOF UPON WOMEN AND THEIR PARTNERS WHETHER PHYSICAL, MEDICAL OR PSYCHOLOGICAL

**Activities:** We provide supportive counselling and signposting to women, along with their partners and families, who are experiencing physical or mental illness, distress or poverty during or resulting from unplanned pregnancy, or following abortion or miscarriage. We advance education in the subject of pregnancy and termination thereof.

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability, Other Charitable Purposes
- **Who:** Other Defined Groups, The General Public/mankind

## Geography

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- Kent

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£2,750	£1,943	-	-
2023-12-31	£910	£327	-	-

## Trustees

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Name	Role	Appointed
ANGELA DAVIS FCMI	Chair	2022-02-23
Allison Hill		2022-02-22
Debra Vimbai George Okpanachi		2022-02-22
Josephine Kasujja		2022-02-22
Josie Triffit		2022-02-22
Rachel Fowkes		2022-02-22

**BLUEBELLS PREGNANCY CHOICES**

England & Wales - Charity number 1201306

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# Accounts

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# **Bluebells Pregnancy Choices**

**Registered Charity No. 1201306**

## **Annual Report and Accounts**

**For the Year ended 31 December 2024**

**Bluebells Pregnancy Choices**

Registered Charity No. 1201306

**Annual Report and Accounts  
For the Year ended 31 December 2024**

**Charity Information**

<b>Trustees</b>	<b>Angela Davis (Chair) Rachel Fowkes Josephine Kasujja Josie Triffit Allison Hill Debra George Okpanachi</b>
<b>Address</b>	<b>1 Bedford Villa Church Road Smeeth Ashford Kent TN25 6RX</b>
<b>Bankers</b>	<b>Metro Bank Ltd 95 High Street Ashford Kent TN24 8SA</b>
<b>Date of Registration</b>	<b>12<sup>th</sup> December 2022</b>

## **Bluebells Pregnancy Choices**

Registered Charity No. 1201306

### **TRUSTEES REPORT FOR THE YEAR ENDED 31 December 2024**

#### **Objectives and Activities**

Bluebells Pregnancy Choices was established with the following objectives, as recorded in its governing document:

1. The preservation and protection of women's health by the provision of supportive counselling, signposting and assistance to women, their partners and families, who are suffering from any physical or mental illness, distress or poverty during or as a result of unplanned pregnancy or following an abortion or miscarriage.
2. The advancement of education in the subject of pregnancy and the termination of pregnancy and into the effects thereof upon women and their partners, whether physical, medical or psychological.

#### **Achievements and Performance**

The charity was publicly launched in February 2024 by holding an event with invited guests and stakeholders. In March 2024, we undertook a marketing campaign, involving the distribution of flyers to local medical centres, Well Women clinics and GP surgeries.

We secured the use of the Beacon Centre in Ashford to provide space for the provision of face to face counselling. This was subsequently refurbished in March 2024. We also set up our web site, phone line, bank account and insurances.

In June 2024, we set up a baby bank, which provides free baby equipment, nappies and other supplies, as help to those experiencing poverty.

We held regular coffee mornings for parents and pre-school children, in partnership with Bright City Church Ashford, where counselling and our baby bank services were made available. This was launched in September 2024, along with a further marketing campaign and production of 2000 flyers for distribution.

During the year we continued to provide counselling and telephone support services to referred clients.

#### **Financial Review**

During the year we received income from donations amounting to £2,750 (2023: £910), and our expenditure in the same period was £1,943 (2023: £327) on refurbishment and general administrative costs. Counselling services in the year were provided by volunteers, so incurred no charge. Our carried forward balance was £1,391 (2023: £584) in unrestricted funds.

#### **Going Concern**

The trustees have considered the financial resources and commitments of the charity and acknowledge that these are dependent on donations and fundraising activities.

After making appropriate enquiries, trustees have a reasonable expectation that the charity has adequate resources to continue its operation for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the charity's financial statements.

### **Structure, governance and management**

Bluebells Pregnancy Choices is a Charitable Incorporated Organisation (CIO), which is charity registered as a body corporate under Part 11 of the Charities Act 2011. Its governing document is its constitution, and it was registered with the Charities Commission on the 12 December 2022. It is governed by its Board of Trustees, and day to day management is carried out by Rachel Fowkes, who is a trustee and founder of the charity.

As the charity turnover is below £25,000, it is exempt from independent examination or audit.

**Bluebells Pregnancy Choices  
Registered Charity No. 1201306**

**TRUSTEES REPORT FOR THE YEAR ENDED 31 December 2024 (continued)**

**Statement of trustees' responsibilities**

The trustees are responsible for preparing the trustees annual report and financial statements in accordance with applicable law and the charity's Statement of Recommended Practice (SORP).

The trustees are required to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charity, incoming resources and application of resources, including the income and expenditure, for that period.

In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and direction of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report was approved by the Board of Trustees on 28 October 2025

and signed on their behalf by



.....  
Angela Davis, Chair

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Statement of Financial Activities, including  
Income and Expenditure Account for the year to 31 December 2024**

	Notes	2024			2023
		Restricted funds	Unrestricted funds	Total funds	Total funds
		£	£	£	£
<b>Income resources</b>					
<b>Incoming resources from generated funds:</b>					
Incoming resources from charitable activities	2	-	2,750	2,750	910
<b>Total incoming resources</b>		-	<b>2,750</b>	<b>2,750</b>	<b>910</b>
<b>Resources expended</b>					
Charitable activities		-	-	-	-
Charity administration costs	4	-	(1,847)	(1,847)	(327)
Governance costs		-	(96)	(96)	-
<b>Total Resources expended</b>		-	<b>(1,943)</b>	<b>(1,943)</b>	<b>(327)</b>
<b>Movement in total funds for the year - net income/(expenditure) for the year</b>					
		-	<b>807</b>	<b>807</b>	<b>584</b>
Total funds at 1 January		-	584	584	-
<b>Total funds at 31 December</b>	6	-	<b>1,391</b>	<b>1,391</b>	<b>584</b>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing operations.

The notes on pages 8-9 form part of these accounts.

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Balance Sheet as at 31 December 2024**

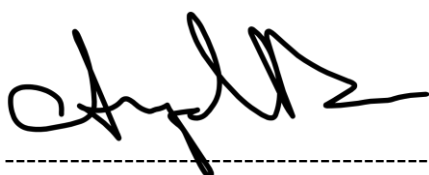
	Notes	2024	2023
		£	£
<b>Current assets</b>			
Cash at hand and cash on hand	6	1,391	584
		<u>1,391</u>	<u>584</u>
<b>Creditors</b> : amounts falling due within one year			
		-	-
<b>Net Assets</b>	<b>5</b>	<u><u>1,391</u></u>	<u><u>584</u></u>
<b>Charity Funds</b>			
Restricted Funds	5	-	-
Unrestricted Funds	5	1,391	584
<b>Total Funds</b>		<u><u>1,391</u></u>	<u><u>584</u></u>

The notes on pages 8-9 form part of these accounts.

The charity is exempt from audit or independent examination as turnover is below £25,000, and this is not required under its governing document.

These financial statements were approved by the Trustees on 28 October 2025

And signed on their behalf by



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Angela Davis, Chair

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Annual Report and Accounts**  
**For the Year ended 31 December 2024**

**Notes to the Accounts**

**Note 1**

**Basis of Accounting**

These accounts are prepared on a receipts and payments basis. This is an account summarising all money received and paid out by the charity during the year, and a statement giving details of its assets and liabilities at the end of the year (balance sheet).

**Note 2**

**Incoming resources from charitable activities**

	2024		2023	
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£	£	£
				910
Donations income	-	2,750	2,750	
Charity incoming resources	-	2,750	2,750	910

**Note 3**

**Charitable Activities**

	2024		2023	
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£		£
Counselling & support services	-	-	-	-
Other	-	-	-	-
<b>Total</b>	-	-	-	-

**Note 4**

**Analysis of Resources expended by expenditure type**

	2024	2023
	£	£
Web design costs	(164)	(123)
Governance costs	(96)	
Charity administration costs	(1,683)	(204)
<b>Total</b>	<b>(1,943)</b>	<b>(327)</b>

Administration costs in the year included expenditure on refurbishment and fit out of the Beacon Centre.

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Annual Report and Accounts**  
**For the Year ended 31 December 2024**

Notes to the Accounts (continued)

**Note 5**

**Summary of Funds as for the year ended 31 December 2024**

	Restricted Funds	General Funds	Total
	£	£	£
<b>Balance brought forward at 1 January 2024</b>	-	584	584
Incoming resources	-	2,750	2,750
Resources expended	-	(1,943)	(1,943)
<b>Balance carried forward at 31 December 2024</b>	-	1,391	1,391

	Restricted Funds	General Funds	Total
	£	£	£
<b>Balance brought forward at 1 January 2023</b>	-	-	-
Incoming resources	-	910	910
Resources expended	-	(327)	(327)
Transfer between funds	-	-	-
<b>Balance carried forward at 31 December 2023</b>	-	584	584

**Note 6**

**Analysis of Net Assets between Funds**

	Restricted Funds	General Funds	Total
	£	£	£
Current assets	-	1,391	1,391
Creditors falling due within one year	-	-	-
<b>Balance carried as at 31 December 2024</b>	-	1,391	1,391

	Restricted Funds	General Funds	Total
	£	£	£
Current assets	-	(584)	(584)
Creditors falling due within one year	-	-	-
<b>Balance carried as at 31 December 2023</b>	-	(584)	(584)

**BLUEBELLS PREGNANCY CHOICES**

England & Wales - Charity number 1201306

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# Accounts

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# **Bluebells Pregnancy Choices**

**Registered Charity No. 1201306**

## **Annual Report and Accounts**

**For the Year ended 31 December 2023**

**Bluebells Pregnancy Choices**

Registered Charity No. 1201306

**Annual Report and Accounts  
For the Year ended 31 December 2023**

**Charity Information**

<b>Trustees</b>	<b>Angela Davis (Chair) Rachel Fowkes Josephine Kasujja Josie Triffit Allison Hill Debra George Okpanachi</b>
<b>Address</b>	<b>Phoebe's Cottage Long Row Mersham Ashford Kent TN25 7HD</b>
<b>Bankers</b>	<b>Metro Bank Ltd 95 High Street Ashford Kent TN24 8SA</b>
<b>Date of Registration</b>	<b>12<sup>th</sup> December 2022</b>

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**TRUSTEES REPORT FOR THE YEAR ENDED 31 December 2023**

**Objectives and Activities**

Bluebells Pregnancy Choices was established with the following objectives, as recorded in its governing document:

1. The preservation and protection of women's health by the provision of supportive counselling, signposting and assistance to women, their partners and families, who are suffering from any physical or mental illness, distress or poverty during or as a result of unplanned pregnancy or following an abortion or miscarriage.
2. The advancement of education in the subject of pregnancy and the termination of pregnancy and into the effects thereof upon women and their partners, whether physical, medical or psychological.

**Achievements and Performance**

Following the registration of the charity in December 2022, we continued with training our volunteers and staff, and putting in place our infrastructure. We are a newly formed charity, and at this early stage, our activities have been focussed on set up, marketing and announcing our presence, so that we can reach as many potential clients through as many channels as possible.

During this period our counsellors have nonetheless been available to provide services if and when required. Telephone support is available Mondays to Saturdays, 9.00am to 5.00pm, and in person appointments are available on Fridays, from 10.00am to 2.00pm.

By December 2023, we had secured the use of The Beacon Centre in Ashford to provide space for the provision of face to face counselling. This was subsequently refurbished in March 2024. We also set up our web site, phone line, bank account and insurances.

Since the year end, we formally launched the charity in February 2024 by holding an event with invited guests and stakeholders. In March 2024, we undertook a marketing campaign, involving the distribution of flyers to local medical centres, Well Women clinics and GP surgeries.

In June 2024, we set up a baby bank, which provides free baby equipment, nappies and other supplies, as help to those experiencing poverty.

We have also been developing a regular coffee morning for parents and pre-school children, in partnership with Bright City Church Ashford, where counselling and our baby bank services are made available. This was launched in September 2024, along with a further marketing campaign and production of 2000 flyers for distribution.

**Financial Review**

During the year we received income from donations amounting to £910, and our expenditure in the same period was £327 on set-up and general administrative costs.

Our carried forward balance was £584 in unrestricted funds.

### **Going Concern**

The trustees have considered the financial resources and commitments of the charity and acknowledged that these are dependent on donations and fundraising activities. After making appropriate enquiries, trustees have a reasonable expectation that the charity has adequate resources to continue its operation for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the charity's financial statements.

### **Structure, governance and management**

Bluebells Pregnancy Choices is a Charitable Incorporated Organisation (CIO), which is charity registered as a body corporate under Part 11 of the Charities Act 2011. Its governing document is its constitution, and it was registered with the Charities Commission on the 12 December 2022. It is governed by its Board of Trustees, and day to day management is carried out by Rachel Fowkes, who is a trustee and founder of the charity.

As the charity turnover is below £25,000, it is exempt from independent examination or audit.

**Bluebells Pregnancy Choices**  
**Registered Charity No. 1201306**

**TRUSTEES REPORT FOR THE YEAR ENDED 31 December 2023 (continued)**

**Statement of trustees' responsibilities**

The trustees are responsible for preparing the trustees annual report and financial statements in accordance with applicable law and the charity's Statement of Recommended Practice (SORP).

The trustees are required to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charity, incoming resources and application of resources, including the income and expenditure, for that period.

In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report was approved by the Board of Trustees on 15<sup>th</sup> November 2024

and signed on their behalf by



.....  
Angela Davis, Chair

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Statement of Financial Activities, including  
Income and Expenditure Account for the year to 31 December 2023**

	Notes	2023		2022	
		Restricted funds	Unrestricted funds	Total funds	Total funds
		£	£	£	£
<b>Income resources</b>					
<b>Incoming resources from generated funds:</b>					
Incoming resources from charitable activities	2	-	910	910	-
<b>Total incoming resources</b>		-	910	910	-
<b>Resources expended</b>					
Charitable activities		-	-	-	-
Charity administration costs	3	-	(327)	(327)	-
Governance costs		-	-	-	-
<b>Total Resources expended</b>		-	(327)	(327)	-
<b>Movement in total funds for the year - net income/(expenditure) for the year</b>					
		-	584	584	-
Total funds at 1 January		-	-	-	-
<b>Total funds at 31 December</b>	5	-	584	584	-

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing operations.

The notes on pages 8-9 form part of these accounts.

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Balance Sheet as at 31 December 2023**

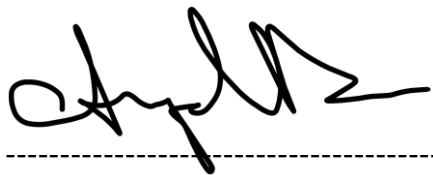
	Notes	2023	2022
		£	£
<b>Current assets</b>			
Cash at hand and cash on hand	5	584	-
		<b>584</b>	<b>-</b>
<b>Creditors</b> : amounts falling due within one year			
		-	-
<b>Net Assets</b>	<b>5</b>	<b>584</b>	<b>-</b>
<b>Charity Funds</b>			
Restricted Funds	5	-	-
Unrestricted Funds	5	584	-
<b>Total Funds</b>		<b>584</b>	<b>-</b>

The notes on pages 8-9 form part of these accounts.

The charity is exempt from audit or independent examination as turnover is below £25,000, and this is not required under its governing document.

These financial statements were approved by the Trustees on 15<sup>th</sup> November 2024.

And signed on their behalf by



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Angela Davis, Chair

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Annual Report and Accounts**  
**For the Year ended 31 December 2023**

**Notes to the Accounts**

**Note 1**

**Basis of Accounting**

These accounts are prepared on a receipts and payments basis. This is an account summarising all money received and paid out by the charity during the year, and a statement giving details of its assets and liabilities at the end of the year (balance sheet).

**Note 2**

**Incoming resources from charitable activities**

	2023		2022	
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£	£	£
Donations income	-	910	910	
Gift aid	-	-	-	
Net book sales	-	-	-	
<b>Charity incoming resources</b>	<b>-</b>	<b>910</b>	<b>910</b>	<b>-</b>

**Note 3 - Analysis of Resources expended by expenditure type**

	2023	2022
	£	£
Web design costs	(123)	-
Governance costs	-	
Charity administration costs	(204)	
<b>Total</b>	<b>(327)</b>	<b>-</b>

**Note 4 - Summary of Funds as for the year ended 31 December 2023**

	Restricted Funds	General Funds	Total
	£	£	£
<b>Balance brought forward at 1 January 2023</b>	-	-	-
Incoming resources	-	910	910
Resources expended	-	(327)	(327)
<b>Balance carried forward at 31 December 2023</b>	<b>-</b>	<b>584</b>	<b>584</b>

**Bluebells Pregnancy Choices**  
Registered Charity No. 1201306

**Annual Report and Accounts**  
**For the Year ended 31 December 2023**

**Notes to the Accounts (continued)**

**Note 5 - Analysis of Net Assets between Funds**

	<b>Restricted Funds</b>	<b>General Funds</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Current assets	-	584	<b>584</b>
Creditors falling due within one year	-	-	-
<b>Balance carried as at 31 December 2023</b>	<b>-</b>	<b>584</b>	<b>584</b>