



Siel Bleu Ireland
**Manager's
Report 2017**





<i>Company Number</i>	488914C
<i>Company Type</i>	CLG – Company Limited by Guarantee
<i>Registered Name</i>	Siel Bleu Ireland
<i>Address</i>	18 Eustace St, Temple Bar, Dublin 2 D02 WR53
<i>Bank</i>	Allied Irish Bank, Dame St, Dublin 2
<i>Solicitors</i>	McCann FitzGerald, Riverside One, 37 - 42 Sir John Rogerson's Quay, Grand Canal Dock, Dublin 2
<i>Charity Number</i>	CHY19489
<i>CRA Number</i>	20076504
<i>National Manager</i>	Thomas Mc Cabe

Overview

2017 has been a positive year for Siel Bleu Ireland, with a 40% increase in sales, decrease in reliance on grants from 84% in 2016 to 88% in 2017 and most important of all, the delivery of exercise classes to over 3500 people per week. In 2017, Siel Bleu Ireland delivered over 8000 sessions of exercise in 20 counties throughout Ireland.

Mission

“The mission of Siel Bleu Ireland is to utilise Adapted Physical Activities (APA) as a means to help improve the physical, social and mental health of Ireland’s older and vulnerable adults.”

Financial Overview

2017 has been a positive year for Siel Bleu Ireland in terms of growth of sales, with a 40% increase in sales from 2016. 2017 has also seen a decrease in reliance on grants, with 88% of overall income from sales, in comparison with 84% in 2016. The table below illustrates the growth in sales over the past six years and the decrease in reliance on grants.

Year	Sales €	Grants €	% of overall income from sales
2011	2,223	10,000	18
2012	27,808	133,721	17
2013	91,544	159,921	36
2014	149,188	148,695	50
2015	213,358	100,000	69
2016	263,764	50,280	84
2017	370,369	52,550	88

Staff

Siel Bleu Ireland presently has a staff of 8 full time and 11 part time. 6 volunteers also perform a number of roles for Siel Bleu Ireland. The present Siel Bleu Ireland structure is;

Full Time Staff

National Manager: Thomas Mc Cabe
 Communications Manager: Carla Piera FitzGerald
 Development Officer: Paul Kirwan
 Physical Trainer: Martina Carton
 Physical Trainer: Margueritte O’Malley
 Physical Trainer: Darren Loftus
 Physical Trainer: Shane Lee
 Physical Trainer: Craig O’Connor

Part Time Staff

Physical Trainers: Keith Hammond, Margaret O'Neill, Liam Codd, Aisling Warburton, Adrian Landy, Marie Murphy, Julie Duffy, Michelle Lynch, Sean O'Cuanachain & Darragh Kennedy

Administration Staff: Olive Egan

Volunteers

Web Design: Celia Delion

Graphic Design: Sophia Arvanus

Videographer: Emma Herrera

Video Editing: Jason Faulkner

Photography: Adam Heffernan & Siobhan Silke

Clients

Nursing Homes

Nursing homes are the main channel of Siel Bleu Ireland's business.

Siel Bleu Ireland presently deliver programmes in 105 nursing homes and day care centres throughout Ireland. This a priority area for Siel Bleu Ireland and will continue to be the priority area of growth for the next three years.

Community Groups

Siel Bleu Ireland currently work with 11 community groups throughout Ireland and is an important area of business for Siel Bleu Ireland. The main focus for Siel Bleu Ireland will be on continued growth in nursing homes and day care centres due to the varying levels of revenue and seasonal dips and peaks in participation levels, the growth in community classes is not a priority for Siel Bleu Ireland and this time. When Siel Bleu Ireland achieves market share of over 40% in nursing homes and is fully sustainable, community groups will become a higher priority, due to the enhanced social and health economic benefits on a local and national level.

Patient Advocacy Groups

Siel Bleu Ireland will continue to expand its tailored physical activity programmes with patient groups throughout Ireland. Presently Siel Bleu Ireland are working with the following patient groups;

- COPD Support Ireland
- Living Well With Dementia, Stillorgan
- Irish Heart Foundation
- Arthritis Ireland
- Fibro Ireland
- Enable Ireland
- Irish Cancer Society
- Irish Men's Sheds Network

Siel Bleu Ireland is currently in the process of replicating the *Programme Activ* in Ireland for survivors of breast cancer that was piloted and rolled out in France with a positive outcome.

Siel Bleu Ireland will also roll out a pulmonary rehabilitation programme for people living with Pulmonary Hypertension in 2018.

One on One

Individual sessions represent a small portion of the sessions delivered on a weekly basis by Siel Bleu trainers and are usually delivered in “off peak” times by our team when they are unable to deliver programmes in a residential setting. At the time of writing, Siel Bleu Ireland have 7 individual clients that we deliver programmes to on a weekly basis in their homes.

Partners

Nutricia Ireland

The Eat Well Move Well partnership between Siel Bleu Ireland and Nutricia has concluded at the end of 2015. Siel Bleu Ireland are currently working closely to develop an exercise programme for survivors of Cancer. The Patient Affairs Manager of Nutricia Medical, Fiona Rafferty is also a member of the Siel Bleu Ireland board of directors.

Ashoka

Ashoka have supported Siel Bleu Ireland through introductions to organisations such as Boehringer Ingelheim. Ashoka have also facilitated Siel Bleu Ireland to launch the HAPPIER study and new website at their Making More Health event in April 2015.

Irish Heart Foundation

Siel Bleu Ireland currently deliver a tailored physical activity programme for stroke survivor groups in Dun Laoghaire and Roscommon town. Siel Bleu Ireland have also presented the Irish Heart Foundation Conference in Croke Park in 2017 and are scheduled to do so again on April 24th 2018.

COPD Support Ireland

COPD is the 4th largest pathology in Ireland, with 400,000 living with it currently. Over the past 4 years, Siel Bleu Ireland have developed a community based pulmonary rehabilitation programme, called “Exercise, COPD & Me” that was previously not in place and now deliver community based pulmonary programme with 16 groups around Ireland

STATSports

STATSports is a world leader in the area of GPS player tracking and analysis. Their clients include Juventus, Manchester City, the IRFU and the Carolina Panthers. Presently, Siel Bleu Ireland are collaborating on a number of projects investigating the use of STATSports technology to improve the quality of life for older populations.

Main Successes of 2017

Number of sessions delivered

2017 saw Siel Bleu Ireland deliver over 8000 sessions of exercise to over 3500 participants throughout 20 counties in Ireland. This compares with 7000 sessions of exercise to 2500 participants in 2016.

Reduction in reliance on grants

Siel Bleu Ireland has continued its reduction in reliance on grants to bridge the gap between incoming and outgoings. In 2014, 50% of overall income was from sales, 2015 the figure rose to 69%, in 2016 the figure rose further to 84% and in 2017 has grown further to 89%. Total outgoings in 2017 stood at €417,077 and sales in 2017 was €369,069. A key priority for Siel Bleu Ireland will be to once again bridge the gap between sales and outgoings in 2018 to ensure our financial sustainability.

Reduction in staff turnover

Given the nature of part time employment and the age profile of the majority of Siel Bleu Ireland's staff members, staff turnover was a key issue in the past for Siel Bleu Ireland. In the past two years, staff turnover has been minimal with two members of the Siel Bleu Ireland team leaving in 2017.

Increase in sales

Siel Bleu Ireland reported a significant increase in sales from €263,764 in 2016 to €370,369 in 2017. This represents an increase of 40% from 2016 to 2017.

Increase in programmes delivered in nursing homes

At the start of 2017, Siel Bleu Ireland had been delivering programmes in 70 nursing homes throughout Ireland. Currently, Siel Bleu Ireland deliver programmes in 86 nursing homes and 20 day care centres throughout Ireland. A key aim if Siel Bleu Ireland is to expand the number of sessions that we deliver in existing nursing homes and also to grow the number of nursing homes that we work in.

Grant Applications

In 2017, Siel Bleu Ireland received two HSE grants of €4,550 and €3,000 for the delivery of physical activity programmes in Day Care Centres in the South County Dublin area.

HSE Relationship

Siel Bleu Ireland has placed a priority on building its relationship with the HSE over the past number of years. Siel Bleu Ireland now delivers programmes in 22 hours HSE nursing homes and day care centres.

Siel Bleu Ireland have engaged with key decision makers in the HSE and aim to continue to expand the delivery of services in HSE run centres throughout 2018 and beyond.

Growth in Staff

Siel Bleu Ireland now provides full time employment to 8 and part time employment to 12, in comparison with 7 full time and 9-part time at the end of 2016. Siel Bleu Ireland has hired 4 new staff members in the Dublin area in 2017. It is envisaged that Siel Bleu Ireland will hire three new part time trainers in the Dublin area in 2018 to meet the growing demand for Siel Bleu Ireland services.

Awards and Grants

In 2017 Siel Bleu France grants Siel Bleu Ireland €40,000 as part of a sustainability loan. Additionally, Siel Bleu Ireland we granted €9,550 from the HSE National Lottery fund to deliver a number of 12 week programmes in the Dublin south area. Siel Bleu Ireland has also received €5,000 from Nutricia Medical to fund the development and roll out of a programme for survivors of Cancer in 2018.

Communications

In 2017, Siel Bleu Ireland worked closely with the communications company SNP to define a new core message, focusing on the key elements of work. Based on the core message Siel Bleu Ireland redesigned the DNA of the organisation, working with a team of volunteers to create new content, a new website, brochures, flyers, videos, photographs etc. to launch in February 2018.

Social Media

Siel Bleu Ireland have Facebook, Twitter, Linkedin and Google + accounts that are used to promote services and engage and interact with stakeholders and key decision makers in the area of health and active ageing.

Board

Siel Bleu Ireland has an effective board in place since June 2014. The board is comprised of the following members;

- Roger Jupp: Chairman
- Jean Daniel Muller
- Guillaume Lefebvre : Secretary
- Fiona Rafferty
- Caroline Daly
- Dr Phil Jakeman

Meetings of the Siel Bleu Ireland board of directors took place on the following dates in 2017; 13th February, 10th May, 11th September & 4th December.

Process Update

Contracts

A complete overhaul of Siel Bleu's hiring process, including interviews, contracts and training was implemented in January 2016. Since this implementation there has been a 100% retention rate of all new staff.

Accounting/Invoicing System

Siel Bleu Ireland implemented the cloud based software “Bullet” to stream line internal administration and invoice processing

2018 Strategic Plans

1. Sales

Siel Bleu Ireland had set the target of securing the delivery of 30 extra sessions in nursing homes and day care centres in 2017. 40 extra sessions we secured in 2017. In 2018, Siel Bleu Ireland aim to increase the number of hours delivered in residential settings by 30.

A price increase among existing clients will be implemented with new and existing clients. The price increase is from €55 to €60 per session. In January 2018, a price increase will be implemented with 34 clients. Over the next 12 months, this price increase will be implemented with all existing and new clients. A sales increase of 20% is targeted by Siel Bleu Ireland in 2018.

2. Patient Groups

The key objective is to maintain links with existing patient groups and to roll out new programmes with Irish Cancer Society and Pulmonary Hypertension Ireland.

3. Marketing

In 2018, Siel Bleu Ireland aim to implement a complete rebrand of Siel Bleu Ireland. A redesign of the website, logo and promotional materials will be launched in early 2018. A marketing campaign titled “I Can...” will be launched in May 2018.

4. Governance

In 2018, Siel Bleu Ireland aim to comply with the Governance code, meet the new GDPR standards and complete the audit of 2016 & 2017 accounts. Siel Bleu Ireland also will dissolve GPS care.

5. Corporate Wellness

Siel Bleu Ireland will develop and roll out a corporate wellness package in 2018. The programme will be aimed at improving the health and wellbeing



Siel Bleu Ireland

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