



Siel Bleu Ireland Manager's Report 2019

Prepared by
Thomas McCabe
National Manager
Siel Bleu Ireland

Siel Bleu Ireland

Company Details

Company Number	488914C
Company Type	CLG – Company Limited by Guarantee
Registered Name	Siel Bleu Ireland
Address	18 Eustace St, Temple Bar, Dublin 2 D02 WR53
Bank	Allied Irish Bank, Dame St, Dublin 2
Solicitors	McCann FitzGerald, Riverside One, 37 - 42 Sir John Rogerson's Quay, Grand Canal Dock, Dublin 2
Auditors	Grant Thornton, 13-18 City Quay, Dublin 2
Charity Number	CHY19489
CRA Number	20076504
National Manager	Thomas Mc Cabe

A Message from the National Manager

It is a pleasure to present you to the Siel Bleu Ireland report for 2019.

2019 has been a fantastic year for Siel Bleu Ireland, we are privileged to deliver services to over 6,000 people per week throughout Ireland. On the back of an excellent year of growth in 2018, Siel Bleu Ireland grew by a further 25% in 2019.

We rolled out new programmes with the Irish Cancer Society and the Irish Heart Foundation and have successfully expanded our services with other partner organisations to improve the quality of life of Ireland's older population, those managing chronic disease or living with a physical or intellectual disability.



In 2019, the “I Can” campaign highlighted the success stories of some of the participants in our programmes and the nationwide advertising campaign has hopefully served as an inspiration to others to take part in any form of exercise and improve their physical, psychological and emotional wellbeing.

In line with the expansion of our services, we have been fortunate to welcome new members into our team and now employ a staff of 24 and aim to grow this number further in 2020. Additionally, Siel Bleu Ireland were proud to receive a number of awards in 2019 as recognition of all the hard work that our amazing team do on a day to day basis throughout Ireland.

With the support of Social Innovation Fund Ireland, Siel Bleu Ireland have developed a strategic plan that we believe will give Siel Bleu Ireland direction and build on the growth of recent years.

Siel Bleu Ireland aim to continue to grow our services in 2020. Cork has been identified as an area to expand into in 2020. We aim to continue to grow the number of people we deliver services to and the number of people we employ. 2019 saw a huge increase in the demand for our services nationwide and we aim to continue to grow in a measured and sustainable manner.

We are excited about our 10th year in operation and will mark this milestone in September! As an organisation we will strive to continue to grow to create an impact for all participants in our programmes. The importance of physical health in all members of Ireland's population has never before been as highlighted and Siel Bleu Ireland aim to make as large an impact in this area in 2020 and in the coming years.

Warm regards,
Thomas Mc Cabe
National Manager

A Message from the Chairman

I am delighted to present the 2019 annual report for Siel Bleu Ireland.

2019 has seen significant growth in the delivery of our services, reflecting both the steadily increasing size of the older population in our country and the expansion of our delivery capacity.

2019 also witnessed a further phase of the "I Can" campaign which saw pictures of participants in Siel Bleu Ireland displayed throughout Ireland in shopping centres, bus stops & train carriages. This campaign celebrates the achievements of some of the participants in Siel Bleu Ireland's programmes in a motivating and inclusive way.

I am pleased to note that the importance of the work that Siel Bleu carries out has been reflected in the numerous awards that Siel Bleu Ireland received in 2019. We were the proud recipients of awards from Social Innovation Fund Ireland, Dublin City Council, Nutramino Health and Fitness and the Hospital Saturdays Fund.

We are well advanced in the process of developing a strategy document, which aims to help map the way in which we plan to further grow and expand our impact on the relevant parts of the population who can benefit from our services. Continued growth will allow us to maximise the number of people we can help each week around Ireland.

2020 promises to be an exciting year for Siel Bleu Ireland as we celebrate our 10th year in operation.

In closing, I would like to thank all our stakeholders and partners who support us in delivering our services to customers.

Yours sincerely,
Roger Jupp,
Chairman Siel Bleu Ireland



Vision

To create a society where older adults people living with disease can experience the benefits of physical activity and reduce sedentary behaviour irrespective of their social, cultural or economic background.

Mission

The mission of Siel Bleu Ireland is to provide affordable and accessible exercise programmes for all members of Ireland's older population and for people living with disease, to ensure they live full and independent lives.

Who we are

Siel Bleu Ireland was established in 2010 to meet the extensive unmet need for professional, preventative exercise classes for older people and adults living with chronic disease.

Our population is ageing; the over 65 age group saw the largest increase of any age bracket from the 2011 to the 2016 census. With this ageing trend brings an increase in sedentary lifestyles, reduced mobility, increase in falls as well as chronic and age-related diseases. One of the simplest ways to counteract the adverse effects of ageing is exercise, however it can be difficult and intimidating for an older adult or person living with disease to reach the WHO's target of 150 minutes exercise per week. Often people don't even know where to start.

Siel Bleu Ireland offer professional exercise programmes that help to counteract the adverse effects of ageing and sedentary lifestyles and help to increase our participants' physical, social and mental wellbeing.

Our expert Physical Trainers hold at a minimum a degree in sports science or a related field and are then trained to Siel Bleu standards which have been developed by the Siel Bleu Association over the last 23 years. Our range of programmes delivered and adapted to suit the needs of our participants by our Physical Trainers result in physical, social and mental wellbeing.

What we do

Residential Settings

This is the core of the business activity that Siel Bleu Ireland delivers on a weekly basis. Our trainers deliver programmes in 144 nursing home and day care centres each week in 20 counties throughout Ireland. Our trainers travel to each contracted day care centre and nursing home on a weekly basis and deliver programmes that range from fall prevention programmes for more able-bodied service users to around the table programmes for service users living with a severe cognitive impairment.

Patient Groups

Exercise is seen as one of the main methods of treatment for numerous chronic diseases. Siel Bleu Ireland deliver programmes that are tailored to meet the needs of people with chronic disease and in 2019 delivered programmes with the following patient organisations;

- Irish Heart Foundation
- COPD Support Ireland

Siel Bleu Ireland

- Parkinson's Ireland
- Alzheimer's Ireland
- Living Well with Dementia
- Arthritis Ireland
- Irish Cancer Society
- Pulmonary Hypertension

Disability Groups

Siel Bleu Ireland currently work with numerous groups who provide services for people managing physical and intellectual disability;

- Irish Wheelchair Association
- Enable Ireland
- HSE Intellectual Disability services
- Prosper
- Alone
- Private nursing homes

Community Groups

In 2019, Siel Bleu Ireland delivered numerous programmes with numerous community groups including;

- Irish Men's Shed Association
- Active retirement associations
- Dublin Southside partnership
- HSE funded community groups
- Walking groups
- Stand-alone community groups

Individual Sessions

Siel Bleu Ireland trainers travel to people's homes to deliver sessions in situations where people are unable to travel to a community session or prefer to exercise in their own home. At the end of 2019, Siel Bleu Ireland was delivering 20 individual sessions with people in their own homes.

Awards and Recognitions

- The Social Innovation Fund Ireland SED Fund recipient **2019**
- Dublin City Inner City Enterprise Awardee **2019**
- Nutramino Health & Fitness Awards Gold & Silver Awardee **2019**
- Charity Impact Award Finalist **2018 & 2019**
- Nursing Home & Eldercare Awardee **2019**
- The Social Enterprise Development Accelerator Programme **2018**
- Medtronic Health Communities Fund **2016**
- Social Entrepreneurs Ireland Impact Award Finalist **2016**
- Irish Healthcare Award – Best Patient Education Project **2015**
- Irish Healthcare Award – Best Patient Lifestyle Project **2015**
- King Baudouin Foundation Social Innovation for Active & Healthy Ageing Finalist **2014**
- Launch of HAPPIER report **2014**

2019 in Review

2019 has been a positive year for Siel Bleu Ireland, with a 25% increase in sales, decrease in reliance on grants from 90% in 2018 to 94% in 2019 and most important of all, the delivery of exercise classes to over 6,000 people per week. In 2019, Siel Bleu Ireland delivered over 9000 sessions of exercise in 20 counties throughout Ireland. The continuation of the “I Can” advertising campaign saw the success stories of a small number of the participants in Siel Bleu Ireland’s programmes being advertised throughout Ireland.

“I Can” Campaign

For the second iteration of the campaign, Siel Bleu Ireland were awarded €6,000 by the Social Innovation Fund Ireland to increase visibility. For this year we engaged with two key partners who helped produce the campaign. Dublin Business School’s Film School helped us to source a graduate film producer and lent us equipment. OMD media group offered us outdoor advertising at cost price. For this year’s campaign we focused on creating one “ad” rather than multiple videos. The ad was viewed over 38,000 on social media. With the help of OMD our print ad was featured in every DART cabin in Dublin, in 14 shopping centres and on over 50 bus shelters nationwide. The campaign was featured in multiple newspapers and radio as well as a feature on Virgin Media One’s Weekend AM with our Senior Trainer Shane Lee and then men from the Salty Sea Dogs.

Siel Bleu Ireland in the Media

Siel Bleu Ireland appeared in the following media outlets throughout 2019.

Print Media

Irish Independent 

THE IRISH TIMES



Radio and TV



Siel Bleu Ireland

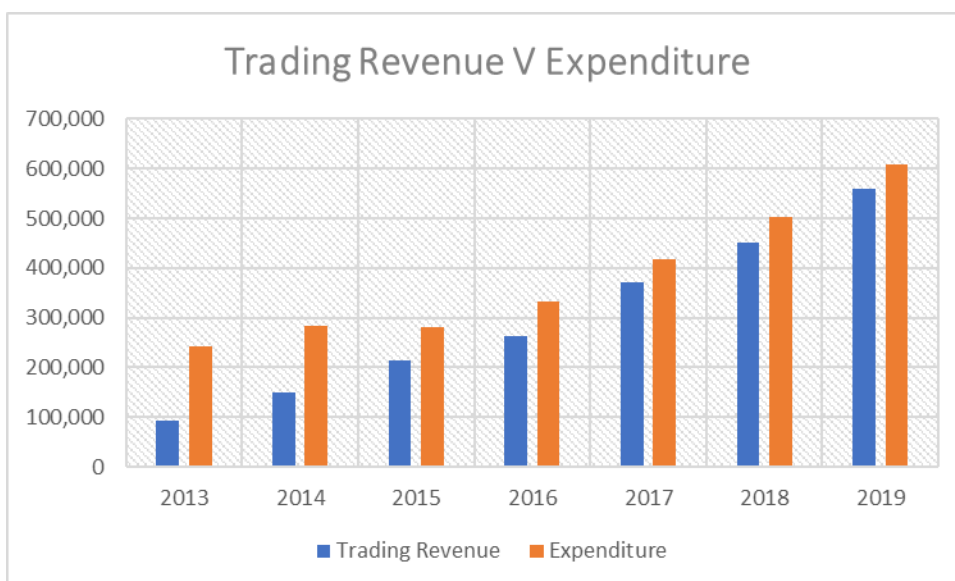
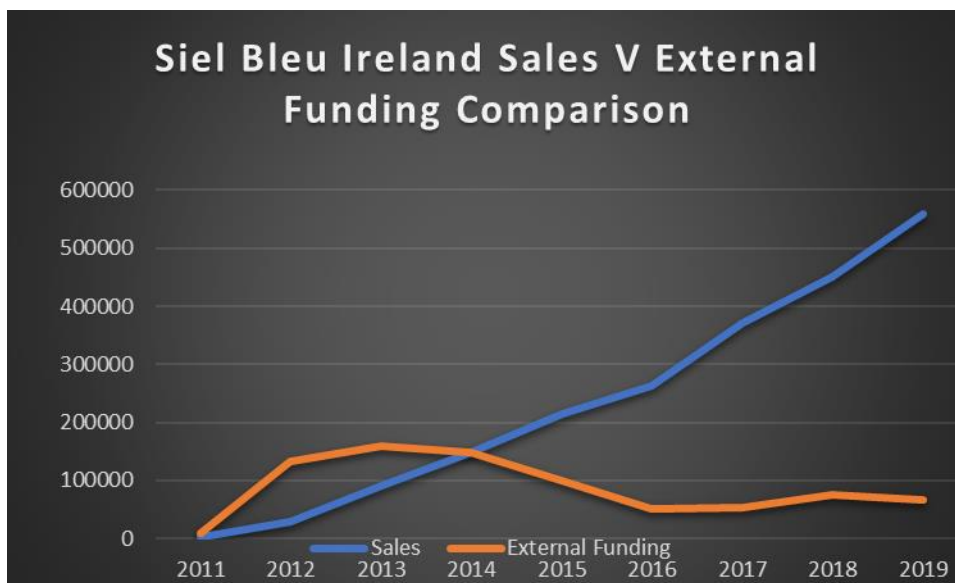


(Clockwise from top left)

- "I Can" Campaign poster in a bus shelter
- Carla Piera FitzGerald and Thomas McCabe receiving the Social Enterprise Development Fund Award
- Thomas McCabe receiving the Dublin City Social Enterprise Award in Dublin City Council Offices
- Carla Piera FitzGerald at the launch of "Building Healthy Communities: Framework in The Morrison Hotel
- Senior Physical Trainer, Shane Lee with the men of the Salty Sea Dogs on Virgin Media One to promote the "I Can" Campaign

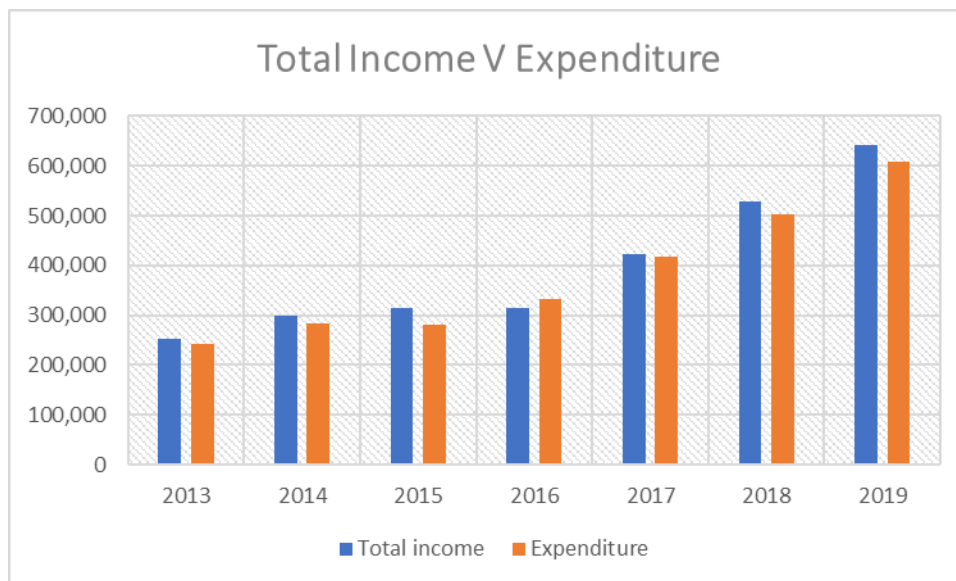
Financial Overview

2019 has been a positive year for Siel Bleu Ireland in terms of growth of sales, with a 25% increase in sales from 2018. 2019 has also seen a decrease in reliance on external funding, with 93% of overall incoming from sales, in comparison with 90% in 2018. The table below illustrates the growth in sales over the past nine years and the decrease in reliance on grants.



The table above outlines sales versus outgoings from 2013 to 2019.

Siel Bleu Ireland



The table above illustrates the total incoming versus outgoings for the past seven years.

External Funding

In 2019 Siel Bleu France granted Siel Bleu Ireland €20,000 as part of a sustainability loan. Additionally, Siel Bleu Ireland we granted €9,800 and €4,000 from the HSE National Lottery fund to deliver a number of short-term programmes in the Dublin south area and Galway areas respectively. Siel Bleu Ireland has also received €6,000 from Social Innovation Fund Ireland to fund the “I Can” campaign in 2019. Social Innovation Fund Ireland have also provided Siel Bleu Ireland with €30,000 to fund the hire of a new trainer in the Cork City area. The Hospital Saturdays fund provided €3,000 to Siel Bleu Ireland to fund a “Sheds for life” initiative with the Irish Men’s Sheds Association in the Louth and Limerick areas. The Dublin City Council Inner City Enterprise also provided Siel Bleu Ireland with €7,000 to deliver six short term programmes in Dublin City. €107.50 was also received through donations to the Siel Bleu Ireland website.

Staff

Siel Bleu Ireland presently has a staff of 16 full time and 9 part time. 6 volunteers also perform a number of roles for Siel Bleu Ireland.

Clients

Nursing Homes

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

At the time of writing, Siel Bleu Ireland presently deliver programmes in 144 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 17 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
- Parkinson's Ireland

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 20 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 have worked 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. Ashoka have scaled back their operations in Ireland in 2019. Siel Bleu Ireland are however still part of the larger global Ashoka network.

Irish Heart Foundation

Siel Bleu Ireland currently deliver a tailored physical activity programme for stroke survivor groups nationwide. In 2019, Siel Bleu Ireland developed a stroke survivor programme for young stroke survivors in Kilmainham. Feedback from this programme has been extremely positive with the IHF receiving an Irish Healthcare award for the programme. It is hoped that this programme is now being rolled out nationally.

Siel Bleu Ireland

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. A social return on investment study on the effectiveness of this programme has been undertaken in 2019 and the impressive results will be disseminated in 2020.

Parkinson's Ireland

In 2018, Siel Bleu Ireland were approached by the Dublin branch of Parkinson's Ireland and rolled out three pilot programmes with the Swords, Portmarnock and Harold's Cross Parkinson's groups. In 2019, these classes have continued on with new classes commencing in West Dublin and Loughlinstown. An additional class is due to commence in Portmarnock in 2020.

Irish Cancer Society

In 2019, Siel Bleu Ireland rolled out a programme in Ireland for survivors of breast cancer. The programme was designed to cater for 80 participants with a view to being expanded nationally and to meet the needs of other forms of cancer and for people at varying stages of their cancer journey. This programme was rolled out in West Dublin, Tallaght, Bray and Newbridge. The results of this programme have been positive and it is hoped that this programme will be expanded in 2020.

Alone

Alone is an organisation work with older people who are socially isolated, living in poverty or crisis and that ultimately supports older adults in Ireland to live at home. Siel Bleu Ireland have established a partnership with Alone in 2019 and have rolled out programmes in the Dublin north, Ardee and Dundalk areas. It is hoped that each organisation can support each other's expansion nationwide in the coming years.

Get Up, Get Dressed, Get Moving

Get Up, Get Dressed, Get Moving is an initiative being carried out within the HSE to promote physical activity throughout hospital stays in order to decrease deconditioning of patients. It is being led by the HSE Director of Nursing National Lead Older Persons Services, Deirdre Lang. Siel Bleu are due to present at a seminar in RCSI in January 2020.

Main Successes of 2019

Number of sessions delivered

2019 saw Siel Bleu Ireland deliver over 9,000 sessions of exercise to over 6,000 participants throughout 20 counties in Ireland.

Reduction on reliance on external funding

Siel Bleu Ireland has continued its reduction in reliance on grants and external funding 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%, 88% in 2017, 90% in 2018 and has grown further to 94%. Total outgoings in 2019 stood at €608,908 and sales in 2019 was €562,597. A key priority for Siel Bleu Ireland will be to once again bridge the gap between sales and outgoings in 2020 to ensure our financial sustainability.

Increase in sales

Siel Bleu Ireland reported a significant increase in sales from €450,078 in 2019 to €562,597. This represents an increase of 25% from 2018 to 2019.

Increase in programmes delivered in nursing homes

Currently, Siel Bleu Ireland deliver programmes in 144 nursing homes day care centres throughout Ireland. A key aim for 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. Siel Bleu Ireland has set the minimum target increase of 40 additional sessions per annum. In 2019, this target was surpassed with Siel Bleu Ireland delivering an additional 45 sessions.

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, Department of Health and Government and aim to continue to expand the delivery of services in HSE run centres throughout 2019 and beyond.

Growth in Staff

Siel Bleu Ireland now provides full time employment to ten and part time employment to 24,. It is envisaged that Siel Bleu Ireland will hire three new part time trainers in the Dublin area in 2020, one part time trainer in the South east, Galway and midlands areas to meet the growing demand for Siel Bleu Ireland services.

Grants Received

In 2019, Siel Bleu Ireland were been awarded a number of grants. €6,000 was awarded from Social Innovation Fund Ireland to be used to fund year 2 of the "I Can" campaign.

€30,000 was also awarded through the Social Innovation Fund Ireland Social Enterprise Development Fund to aid regional expansion of Siel Bleu Ireland in Cork.

€7,000 was awarded from Dublin City Inner City Enterprise Awards to roll out a community-based programme for older adults in Dublin city.

€3,000 have been awarded from the Hospital Saturdays fund for the Irish Men's Sheds "Sheds for Life" initiative.

Grants of €9,800 and €4,000 were received from the HSE to roll out programmes in day care centres in a number of CHO areas.

Additionally, Siel Bleu France granted Siel Bleu Ireland €20,000 as part of a sustainability loan.

Communications

Social Media

Social Media is key to Siel Bleu Ireland engaging with stakeholders, potential and current participants. Our Facebook page grew by 2000 followers in 2019, consisting mostly of current and potential stakeholders. On Twitter our engagement is mostly with stakeholders interested in active ageing and older adults. Over 2019 our twitter impressions were over 339k.

Board

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

- Roger Jupp: Chairman (Joined 2014)
- Jean Daniel Muller (Joined 2010)
- Guillaume Lefebvre: Secretary (Joined 2010)
- Fiona Rafferty (Joined 2014)
- Caroline Daly (Joined 2014)
- Dr Phil Jakeman (Joined 2014)

Meetings of the Siel Bleu Ireland board of directors took place on the following dates in 2019; 11th March, 4th June, 9th September & 2nd December.

Process Update

Auditors

In 2018 Siel Bleu Ireland appointed new auditors in Grant Thornton. Audited accounts for 2018 were completed in 2019

Strategic Planning

In 2018, with the help of Clodagh O'Brien from Crowe Ireland, a strategic plan for 2019 through to 2022 has been put in place with the following aims;

- Nationwide coverage
- Delivery of services to over 10,000 people per week
- Annual turnover of over €1,000,000 per annum
- Employment of over 40 staff

As part of the Social Innovation Fund Ireland (SIFI) Accelerator programme, Siel Bleu Ireland engaged with Polwarth Strategy to refine this strategy. Polwarth Strategy engaged with a number of stakeholders to help design Siel Bleu Ireland's business strategy through to the end of 2022.

2020 Strategic Plans

1. Sales

Siel Bleu Ireland had set the target of securing the delivery of 40 extra sessions in nursing homes and day care centres in 2019. 45 extra sessions we secured in 2019. In 2020, Siel Bleu Ireland aim to increase the number of hours delivered in residential settings by 40.

A sales increase of 25% (sales target of €700,000) is targeted by Siel Bleu Ireland in 2019.

2. Patient Groups

The key objective is to maintain links with existing patient groups and to roll out new programmes nationwide. It is hoped to expand new programmes with the Irish Heart Foundation and Irish Cancer Society in 2020 that have been piloted in 2019.

3. Marketing

In 2020, Siel Bleu Ireland will be celebrating our 10th Birthday. As an alternative to the I Can Campaign we will be focusing on celebrating our achievements over the last 10 years with a birthday campaign.

In early 2020 we will be communicating the results of the Social Return on Investment Study we commission on our Exercise, COPD & Me programme.

4. Governance

For the past number of years, Siel Bleu Ireland have been “on the journey” to compliance with the governance code. In 2020, Siel Bleu Ireland aim to fully comply with the Governance code.

Testimonials

Siel Bleu is an innovative, professional and dynamic organisation that puts the needs of the older people they work with at the heart of everything they do. As an organisation who works to support older people to stay at home, I find the work that Siel Bleu does both compliments and encourages this. They are always on hand to help in any way they can. Staff in Siel Bleu are always professional, polite and from what I have witnessed during some classes, have a great rapport with service users, and make activity fun and engaging.

The ability for Siel Bleu to not only support older people who are in good general health to move more, but those with COPD, dementia or having come through the trauma of a stroke, is quite astonishing and also reiterates that they are a necessary service across Ireland.

It has been a privilege to be able to collaborate with Siel Blue on adding new classes, and to see the mental and physical benefits in our older people, and I hope to continue this positive work going forward.

Corrinne Hasson, Services Manager, Alone

Siel Bleu Ireland