



# Siel Bleu Ireland Managers Report 2018

**Prepared by:**

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## Company Details

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

## A Message from the National Manager

**I am delighted to present you to the Siel Bleu Ireland report for 2018.**

2018 has been a fantastic year for Siel Bleu Ireland, and we have been fortunate to deliver physical activity programmes to over 5,000 people each week throughout Ireland. On the back of an excellent year of growth in 2017, Siel Bleu Ireland grew by a further 21.5% in 2018.

We rolled out new programmes with the Parkinson's Association of Ireland and have successfully worked 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.



One of the most satisfying parts of working with Siel Bleu Ireland is hearing the numerous stories from participants in our classes as to how much they enjoy the programmes and the positive impact it has on their lives.

In 2018, Siel Bleu Ireland launched an awareness campaign called "I Can" which highlighted the work that we do and the physical, social and psychological benefits for participants.

We have welcomed new staff members into our team from all over Ireland and now have a hugely passionate and energetic staff of 23 and hope to grow this number in 2019. We have also developed a business case summary that we believe will give Siel Bleu Ireland direction and lofty targets to achieve over the next four years.

What do Siel Bleu Ireland aim to achieve in 2019? Given the exponential growth in the population over 65 in Ireland over the past decade and the forecasted rapid increases over the next 25 years in Ireland, the demand for Siel Bleu Ireland's services is set to grow and grow. We have set the target of increasing the number of people we work with from 5,000 to 6,300 and to increase our income by 25%. We aim to roll out new programmes with the Irish Cancer Society and are involved in some exciting new initiatives with a number of organisations including the Irish Men's Shed Association. We also aim to increase the number of staff employed by Siel Bleu Ireland from 23 to 26.

We are excited about 2019 and look forward to it being another successful year for Siel Bleu Ireland in terms of growth and impact nationally. As an organisation, we are only scratching the surface of what we can achieve in terms of improving the life of Ireland's older population, those living with chronic disease and those living with a physical or intellectual disability, and we are excited about what we can achieve in 2019 and in the coming years.

Warm regards,  
Thomas Mc Cabe  
National Manager

## A Message from the Chairman

**I am delighted to add my message to this year's annual report from Siel Bleu Ireland.**

2018 has been another very successful year in the continuing development of Siel Bleu Ireland. We have seen strong growth in our turnover as a direct result in increased uptake of our services by both privately-owned and publicly-owned nursing homes, in which the majority of our services are supplied to our end-customers; people with physical or intellectual disabilities.

We believe that the growing use of our services reflects recognition of the excellence of our programmes of activity, tailored to each and every end-customer, and of the professionalism of our trainers who supply these services.

Our aim is to continue to deepen our presence in Irish nursing homes, who will be facing ever rising demand for places in their facilities as the Irish population over 65 years of age will rise markedly over the next decade and beyond. We want to help this cohort of people by improving their quality of life, both physically and in terms of their mental well-being through the adoption of our programmes.

2018 has also seen a major re-branding of Siel Bleu Ireland, through the launch of the extraordinary "I Can" campaign, initially at a most enjoyable and engaging event in Capel Street, Dublin. This significant re-branding allows us to showcase genuine stories of how our trainers have helped specific individuals to move and think past their difficulties and become true inspirations to others. I urge you to familiarise yourself with their stories if you have not yet had the chance to do so via our [website](#).

We are planning to further expand our cooperation with some of the most important groups of patients including the Irish Cancer Society and the Irish Heart Foundation as we believe that our combined efforts can greatly enhance these patients' day-to-day lives.

At Siel Bleu Ireland, we look forward with anticipation to 2019 and the prospect of stronger reach into the lives of those who need us most.

Yours sincerely,  
Roger Jupp,  
Chairman Siel Bleu Ireland



## Overview

*“Siel Bleu is an 86 year old man feeling as fit as a fiddle”*

Siel Bleu Ireland Client Dublin

## 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 22 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 116 nursing home and day care centres each week in 18 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 2018 delivered programmes with the following patient organisations;

- Irish Heart Foundation
- COPD Support Ireland
- Parkinson's Ireland
- Alzheimer's Ireland
- Living Well with Dementia
- Arthritis Ireland
- 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
- Private nursing homes

#### Community Groups

In 2018, 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 2018, Siel Bleu Ireland were delivering 20 individual sessions with people in their own homes.

### Awards and Recognitions

- The Social Enterprise Development Accelerator Programme **2018**
- Charity Impact Award Finalist **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**
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## 2018 in Review

2018 has been a positive year for Siel Bleu Ireland, with a 21.5% increase in sales, decrease in reliance on grants from 88% in 2017 to 90% in 2017 and most important of all, the delivery of exercise classes to over 5000 people per week. In 2018, Siel Bleu Ireland delivered over 9000 sessions of exercise in 18 counties throughout Ireland. Siel Bleu Ireland had a complete rebrand and overhaul of its [website](#). Additionally, an awareness campaign was launched in June 2018 to raise awareness of Siel Bleu Ireland and the importance of physical activity for Ireland's older population.

## "I Can" Campaign

The "I Can" campaign set out to raise Siel Bleu Ireland's profile on a national level and highlight the accessibility of our services on a national level. The campaign championed the progress of five separate participants who participate on a weekly basis in different areas that Siel Bleu Ireland deliver programmes.

A launch event was held on June 26<sup>th</sup> in Brother Hubbard on Capel St and the campaign was launched by the incumbent Mayor of Dublin, Nial Ring and Minister for Health Promotion Catherine Byrne.

Five champions were chosen who displayed great improvements and empowerment through the Siel Bleu exercise class and who attended the different channels of our work. They were also willing to be filmed and share their stories with the press.



**"I CAN WALK 9KM A DAY!"**

Noel McLoughlin is a 78-year old stroke survivor who has beaten prostate cancer and had a hip replacement. McLoughlin, who lives in Tallaght in Dublin, began attending the Tallaght Stroke Survivor Group where he was introduced to Siel Bleu exercises. He now walks every day and credits the classes for getting him back on his feet.



**"I CAN DO 150 SQUATS!"**

Jennifer Sweeney is 73 and from Howth in Dublin, who survived oesophageal cancer. Weakened by her treatment, Sweeney started one-to-one exercise classes with Siel Bleu at her home and now squats 150 times on her best days. She has also taken up boxing.



**"I CAN STAY OUT OF HOSPITAL!"**

Thelma Foley has Chronic Obstructive Pulmonary Disease (COPD), which requires her to carry oxygen. Now 77, Foley was one of the first members of the Whitehall Exercise, COPD & Me, which began two years ago in north Dublin. Prior to the classes, Foley was constantly in and out of hospital but since starting Siel Bleu classes has only required one hospital visit and has reduced her oxygen usage from 24 hours-a-day to only needed on exertion.

The campaign has been a success and made a positive impact on Siel Bleu Ireland's growth in 2018, increased awareness of our services and led to a number of appearances in print media, on radio and TV including the 6 o'clock and 9 o'clock news on RTE.

## Rebrand of Siel Bleu Ireland

Siel Bleu Ireland undertook a complete rebrand in early 2018 with all promotional material, logos, reporting documents and website being rebranded. The rebrand was based on a streamlined core message developed in conjunction with SNP Communications and was participant centred. The rebrand included a new logo, website, flyers, videos and social media banners. The website represented the core message, focusing on our range of programmes in a user-friendly manner. Since the launch of the new website, there have continuously been over 500 new visits to the website each month. During the rebrand, we also launched At Home Guides, a series of three free exercise videos delivered straight to inboxes upon signing up to our newsletter. To date we've had over 400 people sign up to the At Home Guides.



Before



After



### Siel Bleu Ireland in the Media

Siel Bleu Ireland appeared in the following media outlets throughout 2018.

#### Print Media



#### Radio and TV



RTÉ News

RADIO **NOVA**  
100FM

**FM104**  
*Dublin's Hit Music Station*

 **near**  
**90<sup>3</sup>fm**

Dublin's  
**98FM**

## New Collaborations

In 2018, Siel Bleu Ireland commenced working with Parkinson's Ireland, Dublin Southside partnership and the Prosper group, driven by the shared aim of improving the lives of older adults, those managing Parkinson's and those living with an intellectual disability.



(Clockwise from top left)

- The launch of the "I Can" campaign
- Roger Jupp and Thomas Mc Cabe meeting with Minister for Older People, Jim Daly
- Minister for Health Promotion, Catherine Byrne and Lord Mayor of Dublin, Nial Ring
- With the Lord Mayor of Dublin at the event in Dublin castle to mark the completion of the Mansion house project
- Paul Kirwan putting delegates through their paces at the Senior Times Over 50's show in the RDS

## External Funding

In 2018 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 2019.

Siel Bleu Ireland also received €20,000 from the Medtronic Healthy Communities Fund to undertake a social return on investment study on the Exercise, COPD and Me programme in 2019.

## Staff

Siel Bleu Ireland presently has a staff of 10 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: Margaret O'Neill  
Physical Trainer: Sean O'Cuanachain  
Physical Trainer: Michelle Lynch

### Part Time Staff

**Physical Trainers:** Michelle Acton, Liam Codd, Aisling Warburton, Adrian Landy, Marie Murphy, Julie Duffy, Deborah Powell, Niamh Kelly-White, Brian Gallagher & 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

## 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 on April 24<sup>th</sup> 2018 and are scheduled to do so again in 2019.

### **COPD Support Ireland**

COPD is the 4<sup>th</sup> 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.

### **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 Harolds Cross Parkinson's groups. The groups have continued following the completion of the pilot and a forth class in Loughlinstown will get underway in January 2019.

### **Irish Cancer Society**

In 2019, Siel Bleu Ireland will roll out a programme in Ireland for survivors of breast cancer. The programme will initially 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.

## Main Successes of 2018

### Number of sessions delivered

2018 saw Siel Bleu Ireland deliver over 9,000 sessions of exercise to over 5,000 participants throughout 20 counties in Ireland. This compares with 8,000 sessions of exercise to 3,500 participants in 2017.

### Increased number of grants received

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%, 88% in 2017 and in 2018 has grown further to 90%. A key priority for Siel Bleu Ireland will be to once again bridge the gap between sales and outgoings in 2019 to ensure our financial sustainability.

### 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 88 nursing homes and 28 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.

### 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 ten and part time employment to 11, in comparison with nine full time and twelve part time at the end of 2017. Siel Bleu Ireland has hired 4 new staff members in the Dublin area in 2018. It is envisaged that Siel Bleu Ireland will hire three new part time trainers in the Dublin area in 2019 to meet the growing demand for Siel Bleu Ireland services.

## Awards and Grants

In 2018 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 2019.

Siel Bleu Ireland also received €20,000 from the Medtronic Healthy Communities Fund to undertake a social return on investment study on the COPD project in 2019.



## Communications

Following on from the work done in 2017 with SNP communications to define a new core message, focusing on the key elements of work done by 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 which was launched in February 2018. Following on from that the aforementioned "I Can" campaign was rolled out in June 2018.

### Social Media

Siel Bleu Ireland have Facebook, Twitter and LinkedIn 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 (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 2018; 12<sup>th</sup> March, 11<sup>th</sup> June, 10<sup>th</sup> September & 3rd December.

## Process Update

### Auditors

In 2018 Siel Bleu Ireland appointed new auditors in Grant Thornton. Audited accounts for 2016 and 2017 were completed in 2018.

### GDPR

Siel Bleu Ireland also developed steps and procedures to deal ensure compliance with GDPR which came into place in May 2018.

### Strategic Planning

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

## 2019 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 2018. 33 extra sessions we secured in 2018. In 2019, Siel Bleu Ireland aim to increase the number of hours delivered in residential settings by 40.

### 2. Patient Groups

The key objective is to maintain links with existing patient groups and to roll out new programmes with the Irish Cancer Society for survivors of breast cancer. A programme for Young Stroke Survivors is to commence in 2019 in collaboration with the Irish Heart Foundation.

### 3. Marketing

In 2019, Siel Bleu Ireland aim to build on the “I Can” marketing campaign with the aim of increasing awareness of Siel Bleu Ireland and the importance of physical activity for older adults and for people managing chronic disease.

### 4. Governance

In 2019, Siel Bleu Ireland aim to comply with the Governance code.

## Testimonials

*Siel Bleu Ireland has collaborated with the Irish Men's Sheds Association over the last two years to bring tailored 'Exercise for Shedders' classes to men's sheds around the country. The partnership between our two organisations has been based on a vision of improving men's health in Ireland and making a commitment to sustainable changes in this area. The positive impact Siel Bleu's work has had on the sheds can be experienced first-hand by a visit to any of our sheds who have participated in their classes. They are only too happy to share their experiences of the classes and speak fondly of the tutors and the relationships the men built with them. The classes have energised the men to look at other areas of their health outside of physical activity and open up their doors to other aspects of health promotion under the IMSA's Sheds for Life programme. The IMSA is proud to continue its work with Siel Bleu Ireland and expand its reach to further sheds.*

- Edel Byrne, Health & Wellbeing Manager, Irish Men's Sheds Association

*The Irish Heart Foundation began using the services of Siel Bleu for an eight-week programme in our four original stroke support groups back in 2015. These physical activity sessions were so popular among our members and so demonstrably beneficial to them, that the programme never ended and is now running every week across much of a network that has grown to 20 groups nationwide.*

*What stroke survivors like most about Siel Bleu trainers is that they have the expertise to cater for the capacity for exercise of the individual so that nobody feels either under or overworked. The likeability of the trainers also comes through strongly in annual satisfaction surveys conducted among members.*

*On a broader level, Siel Bleu has been a significant factor in the success of our support service. In particular, their programme has played a crucial role in drawing new participants back each week in the awkward time before friendships are made and they start to see the benefits of peer support involving people who really understand the everyday challenges that fellow stroke survivors face. In addition, the individual reports provided by trainers are important in measuring the beneficial impact of our groups on stroke survivors.*

*I know I am speaking for stroke survivors across all our groups when I say that I would recommend Siel Bleu without hesitation.*

- Chris Macey, Head of Advocacy and Patient Support, Irish Heart Foundation.