



*Let's add life to years, and
years to life !*

SIEL BLEU IRELAND
MANAGER'S REPORT
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Compiled by:

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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.”

Overview

2015 has been a positive year for Siel Bleu Ireland, with an increase in sales, decrease in reliance on grants and most important of all, the delivery of exercise classes to over 2000 people per week. Siel Bleu Ireland has also been awarded grants from the Irelands funds and from the Medtronic Healthy Communities Fund as well as receiving two awards at the Irish Healthcare Awards in November.

Financial Overview

2015 has been a positive year for Siel Bleu Ireland in terms of growth of sales, with a 42.3% increase in sales from 2014. 2015 has also seen a decrease in reliance on grants, with 69% of overall income from sales, in comparison with 50% in 2014. The table below illustrates the growth in sales over the past five 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	213,000*	100,000	69

**estimated figure*

Staff

Siel Bleu Ireland presently has a staff of 6 full time and 8 part time. An administration intern (Jonathon Keegan) was hired in September 2014. Following completion of the 9 month internship, Jonathon was hired on a part time basis for two days per week. It is envisaged that as Siel Bleu Ireland continues to grow, that this administration role will grow accordingly. The present staff of Siel Bleu Ireland structure is;

Full Time Staff

National Manager: Thomas Mc Cabe
Communications Manager: Carla Piera FitzGerald
Development Officer: Andrew Mc Bride
Physical Trainer: Martina Carton
Physical Trainer: Margueritte O’Malley
Physical Trainer: Darren Loftus

Part Time Staff

Physical Trainers: Shane Lee, Keith Hammond, Lydia Walsh, James Doyle, Margaret O’Neill, Julie Duffy, Liam Codd
Administration Staff: Jonathon Keegan



Additional part time staff will be hired in 2016 in order to deliver the Exercise, COPD and Me programme in the Castlebar and Limerick. Trainer hours will be built up in those regions in conjunction with the COPD project.

Clients

Nursing Homes

Nursing homes are the main strand of Siel Bleu Irelands business. Siel Bleu Ireland presently deliver programmes in 73 nursing homes 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, contributing to 10.6% of all revenue for Siel Bleu Ireland in 2016*. However 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.

**at time of writing*

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

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

One on One

Siel Bleu Ireland currently deliver one on one services to 5 people per week. This accounts for a small percentage of overall income for Siel Bleu Ireland and in order to fill up trainer schedules during off peak times, Siel Bleu Ireland will aim to treble this number in 2016.

Partners

Nutricia Ireland

The Eat Well Move Well partnership between Siel Bleu Ireland and Nutricia has concluded at the end of 2015. Throughout 2015, Siel Bleu Ireland delivered workshops at a number of Nutricia Best Care events in Dublin, Limerick and Galway. The Patient Affairs Manager of Nutricia Medical, Fiona Rafferty is also a member of the Siel Bleu Ireland board of directors.

Boehringer Ingelheim

Boehringer Ingelheim have provided Siel Bleu Ireland staff with sales and marketing training. B-I have also funded the Exercise, COPD and Me project for the initial four pilot classes. The former B-I Patient and Advocacy Manager, Caroline Daly is also a member of the Siel Bleu Ireland board of directors.

Siel Bleu Ireland



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 conjunction with the Irish Heart Foundation and have also presented the Irish Heart Foundation Conference in Croke Park.

COPD Support Ireland

COPD is the 4th largest pathology in Ireland, with 400,000 living with it currently. Over the past 18 months Siel Bleu Ireland have developed a community based pulmonary rehabilitation programme that was previously not in place.

Studies

The HAPPIER Study

Funded by the European Commission and supported by the French Ministry of Health, HAPPIER took place in 32 nursing homes across the four Siel Bleu countries with 450 residents of varying degrees of dependency, mobility and cognition. The study demonstrated the effectiveness of Siel Bleu's physical activity programmes as a preventative health tool. The findings of this study have been presented to key decision makers in Europe and in Ireland including, Ashoka, Minister Kathleen Lynch, Jerry Buttimer TD, Nursing Homes Ireland and Dr Cate Hartigan of the HSE.

COPD

In 2014, Siel Bleu Ireland developed and piloted a tailored physical activity programme for people living with COPD. The programme was designed in conjunction with the pulmonary rehab department in St Michael's Hospital Dun Laoghaire, the German Pharmaceutical company Boehringer Ingelheim and Professor Tim Mc Donnell, HSE lead on COPD.

The pilot was carried out with a COPD support group in Bray and proved to be a success, and was rolled out in 2015 to three new COPD support groups in Waterford, Ballyfermot and Drogheda. This community based pulmonary rehab programme has been named *Exercise, COPD and ME*. Siel Bleu Ireland also presented a poster on the *Exercise, COPD and ME* project at the Irish Thoracic Society meeting in November and also had an abstract published in the Irish Journal of Medical Sciences on the project.

This project and the testimonials from participants has demonstrated the effectiveness and importance of Siel Bleu Ireland's COPD community programme.

Awards and Grants

In 2015 Siel Bleu France grants Siel Bleu Ireland €75,000 as part of a sustainability grant. Additionally, Siel Bleu Ireland we granted €5,000 from the Irelands Funds. This funding is being used to deliver a tailored physical activity programme for stroke survivors in conjunction with the Irish Heart Foundation.



Siel Bleu Ireland has also received an award of €20,000 from the Medtronic Healthy Communities fund to roll out the Exercise, COPD and Me to 8 new COPD support groups in 2016 for 6 months. The support groups chosen are in Dublin, Cork, Castlebar, Sligo and Ennis.

In 2015, Siel Bleu Ireland applied for 20 grants, were awarded the two mentioned above and reached the bootcamp in the Social Entrepreneurs Ireland awards and made it to the final in the Ashoka Changemakers Makers of More competition. Siel Bleu Ireland are also currently semi-finalist in the Ashoka Boehringer Ingelheim Changemakers Making More Health competition.

Communications Update

Siel Bleu Ireland launched its new website on March 21st 2015. For more information, please visit www.sielbleu.ie

Press

Two press articles have appeared in the Irish Times and Connacht Tribune on July 5th and November 30th respectively.

Radio

The Siel Bleu Ireland Development Officer; Andrew Mc Bride was interviewed on the Ray D'arcy show on May 1st 2015.

Online

Siel Bleu Ireland appeared on the fundraising.co.uk website and on the Galway Bay FM website following the successful announcement of the awarding of the Medtronic Grant.

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 2015; 9th February, 12th May, 31st August & 1st December.

Process Update

Contracts

Trainer contracts are in the process of being redesigned and will be implemented in January 2016.

Trainer Handbook

A new staff handbook is being formulated and will be disseminated to all staff members in January 2016.

Accounting/Invoicing System

Siel Bleu Ireland



The accounting programme, Apologic has been implemented and will be fully operational in January 2016.

2016 Strategic Plans

1. Nursing Homes Expansion

Siel Bleu Ireland has set the target of signing up 56 new nursing homes in 2016. This is a high but achievable target, the partnership with Nutricia Medical should ensure that that this target is achievable. Also this should be attainable through a focus on expansion in the Dublin and commuter areas and in the areas where we already have trainers presently in Ireland. Nursing homes are the key area of our sales revenue and in order to maintain the strive toward sustainability and it is vital to build this area of our business.

In 2016, Siel Bleu Ireland is also to explore the possibility of developing a training programme for staff within nursing homes. A training programme is currently in place in France and Spain, and it is envisaged that this programme may be imported to Ireland and implemented initially on a pilot basis and then rolled out to Siel Bleu Ireland's long term clients. Additionally, Siel Bleu Ireland will explore QQI accreditation for the programme.

2. Completion of funded projects

In order to ensure future success in securing funding, it is imperative that in 2016, the two projects carried out in conjunction with the Irish Heart Foundation and COPD Support Ireland and funded by the Irelands funds and Medtronic respectively, are completed in an efficient manner and reported on correctly.

3. Funding applications

Siel Bleu Ireland applied for 21 grant applications in 2015, receiving two awards of €5,000 and €25,000 from the Irelands funds and Medtronic Healthy Community Fund respectively. Siel Bleu Ireland will need grant support of €75,000 in 2016 so this funding from grants is vital. Additionally, the prestige and publicity from these grants is vital in the building of Siel Bleu Ireland.

Siel Bleu Ireland will also look to partner with companies through various Corporate Social Responsibility programmes that are in place in order to secure financial backing and other supports to ensure Siel Bleu Ireland's continued growth.

4. Building new partnerships. Cementing existing partnerships

In 2016, Siel Bleu Ireland will continue to seek to build new partnerships with relevant stakeholders in the area of ageing, both nationally and internationally. As mentioned above, Siel Bleu will maintain partnerships with corporate partners such as Boehringer Ingelheim, Home Instead and Nutricia Medical; as well as all Patient Advocacy groups and community partners that we presently work with in Ireland. Siel Bleu Ireland will also aim to build on relationships with HIQA, Nursing Home Ireland, the Department of Health and the HSE.

5. Expansion of one on one classes

One on one classes in people homes accounts for 2% of revenue in 2015, a target will be to grow this figure to 4% in 2015 through marketing of this service through home care providers and through our website and social media.