



SIEL BLEU IRELAND MANAGER'S REPORT 2020



PREPARED BY -
THOMAS MCCABE
NATIONAL MANAGER
SIEL BLEU IRELAND

Company Details

Company Number	488914C
Reporting Period	1 st January 2020 to 31 st December 2020
Company Type	CLG – Company Limited by Guarantee
Registered Name	Siel Bleu Ireland
Address	18 Eustace St, Temple Bar, Dublin 2 D02 WR53
Social Media	Facebook: @SielBleulreland Twitter: @SielBleulreland YouTube: @SielBleulreland
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	Woods & Partners, 2 Dublin Landings, North Wall Quay, Dublin 1.
Charity Number	CHY19489
CRA Number	20076504
National Manager	Thomas Mc Cabe

A Message from the National Manager

I am delighted to present you to the Siel Bleu Ireland report for 2020.

2020 has been a year like no other and it has presented enormous challenges across society in every corner of the globe.

Siel Bleu Ireland are privileged to work with members of Ireland's older population, those living with chronic disease or physical or intellectual disability, cohorts of the population that are at most risk from the Covid19 pandemic. Because of this, Siel Bleu Ireland has faced unprecedented challenges in 2020. Prior to the arrival of Covid19 in Ireland and the subsequent lockdown, Siel Bleu Ireland had been privileged to deliver services on a face-to-face basis to over 6,500 members of Ireland's older population and those living with chronic disease or physical or intellectual disabilities. As the country went into lockdown, Siel Bleu Ireland quickly pivoted to deliver our services online in order to continue to achieve our mission. These online sessions have proven to be a huge success, with over 500,000 views in 2020 and the roll out of specific programmes with patient organisations including the Irish Heart Foundation, the Irish Cancer Society and COPD Support Ireland. These online sessions have also allowed Siel Bleu Ireland to continue to achieve its core mission through the numerous lockdowns in 2020.



Through the hard work of the Siel Bleu Ireland team, supported by our fantastic board and numerous stakeholders, Siel Bleu Ireland look forward to 2021 with optimism. As an organisation, Siel Bleu Ireland will play a key role in supporting people who are emerging from cocooning as restrictions gradually ease as we move through 2021. We look forward to the return to the delivery of face-to-face programmes with our service users in residential settings, community settings and one to one settings in peoples homes as well as the continuation and expansion of our online offering which will allow Siel Bleu Ireland to improve the lives of people from the comfort of their own home, irrespective of where they live in Ireland and beyond.

We are extremely thankful to the Hospital Saturdays Fund, ChangeX, The Community Foundation, Pobal, Dublin Co Coop, A Menarini, The Government and the HSE who all provided Siel Bleu Ireland with funding in 2020 for various projects.

We look forward to 2021 and look forward to it being a successful year for Siel Bleu Ireland irrespective of the challenges faced by the ongoing Covid19 pandemic. As a result of cocooning and reduced levels of physical activity among all members of the population, the need for Siel Bleu Ireland's services is higher than ever.

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.

As you are all aware, 2020 did not turn out to be a year of perfect vision but rather a year of imperfect lives. The pandemic has taken a swathe of older people from our country, like many others, and devastated many homes with grief. We look forward with sore eyes to a better 2021, after the vaccination programme has spread hope around Ireland and saved many lives.

I am inordinately proud of the way in which Siel Bleu Ireland's leadership team has changed delivery platforms in the midst of the pandemic. Thomas and Carla have been rocks of sense and innovation throughout this period. The online offering has reached out much wider than our shores and given exercise space to many in need. We need to build on that positivity into the future together.

We are also grateful to the Irish Government for their financial support programmes and to the sponsors and donors who have made our survival and development possible in such trying times.

Let us hope for better times soon and a resumption of face-to-face delivery of our services to those who need them most.

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 chronic disease and with physical or intellectual disabilities, 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 24 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 150 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 2020 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
- 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;

- Enable Ireland
- HSE Intellectual Disability services
- Prosper
- Private nursing homes

Community Groups

In 2020, 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.

Online Programmes

On March 16th 2020, Siel Bleu Ireland ceased delivery of 100% of our services due to the restrictions in place as a result of COVID-19. As a social enterprise this resulted in a loss of our entire earned income. In anticipation of cocooning, and to help us continue to achieve our mission, we created Siel Bleu At Home, a programme of free exercise classes delivered on social media to counteract the adverse physical, social and psychological effects of cocooning. To date we have had over 1.4 million minutes of those exercise classes watched.

Awards and Recognitions

- The Social Innovation Fund Ireland SED Fund recipient **2019**
- Dublin City Inner City Enterprise Awardee **2019**
- Nutramino Health & Fitness Awardee **2019**
- Charity Impact Award Finalist **2018 & 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**

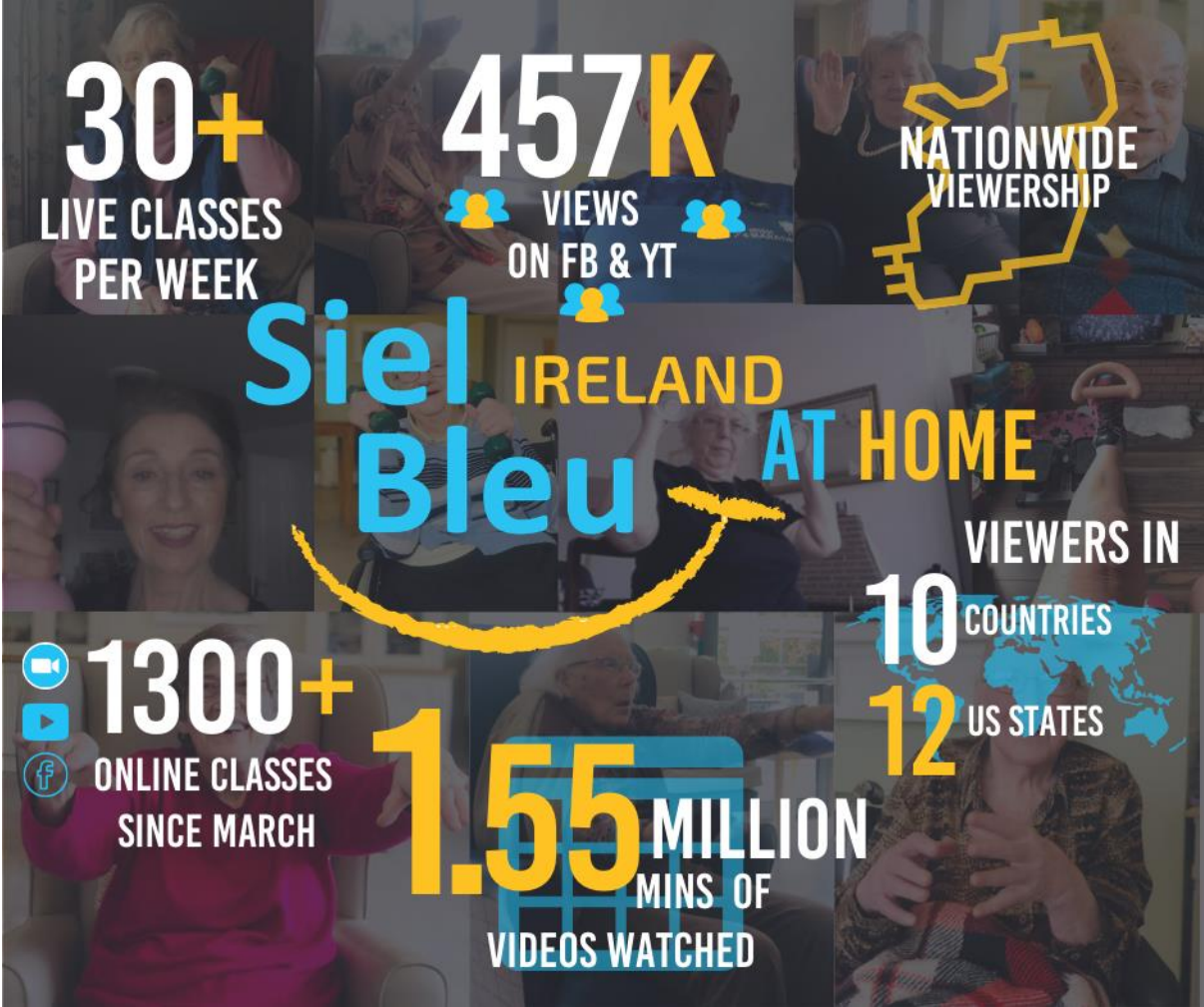
2020 In Review

2020 has been a challenging year for Siel Bleu Ireland, with the monumental impact of the Covid19 on society as a whole. With the lockdown and restrictions on movement has led to Siel Bleu Ireland being unable to deliver programmes to our service users. Subsequently, this has led to a 67% decrease in sales in comparison with 2019, and an increase in reliance in external funding.

In the days between March 6th and March 16th 2020, as Ireland went into lockdown, Siel Bleu Ireland went from delivering services to 6,500 people per week to zero. As a social enterprise this resulted in a loss of our entire earned income. In anticipation of cocooning, and to help us continue to achieve our mission, we created Siel Bleu At Home, a programme of free exercise classes delivered on social media to counteract the adverse physical, social and psychological effects of cocooning. In 2020, Siel Bleu at Home has had over 457,000 views and 1.5 million minutes of those exercise classes watched.

As the restrictions began to lift, we were able to return to a small number of our clients in person however, as this is a turbulent time at the time of writing, we do not foresee 100% return to delivery of traditional service until the Covid19 vaccine has been administered fully nationwide. Therefore, this online offering will remain in place for the long-term future. Siel Bleu at Home has been a free offering up to this point for the majority of the time. Initially, ChangeX funded 155 sessions as the programme commenced. In 2021, funding has been secured from the Community Foundation and the Hospital Saturdays Fund to for the delivery of eleven sessions per week in January, February and March of 2021.

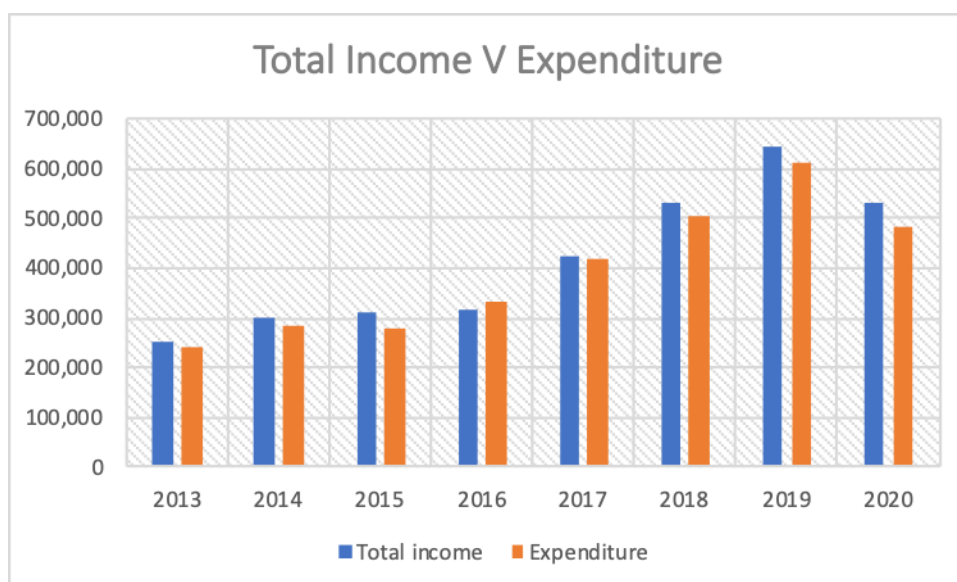
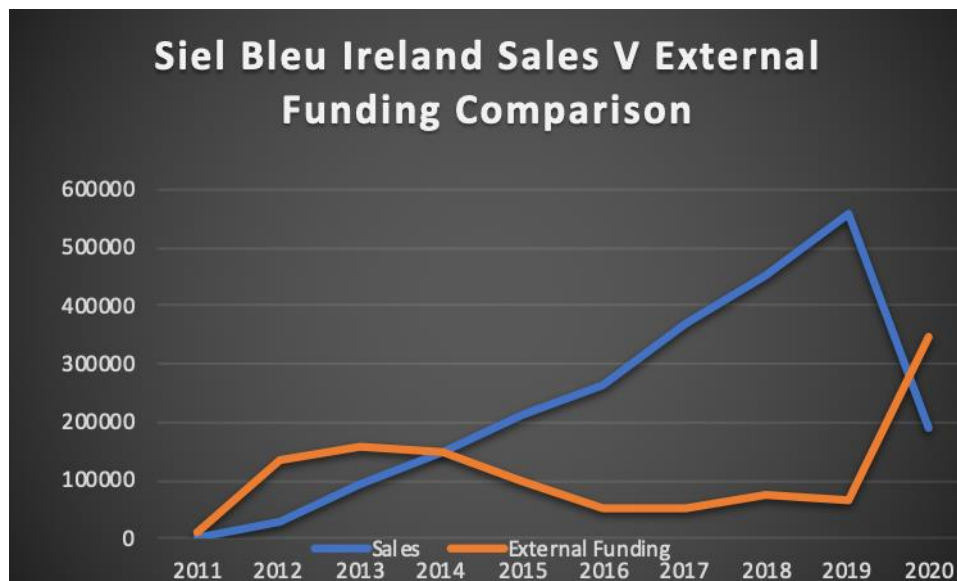
The following infographic goes into further detail on the number of service users and number of programmes delivered since March 2020;



Financial Overview

2020 has been a challenging year for Siel Bleu Ireland financially, with a 67% decrease in sales from 2019. The organisation has relied significantly on external funding.

The table below illustrates the comparison between in sales and external funding in recent years.



The table above outlines incomings versus outgoings from 2013 to 2020. Due to the Covid19 pandemic, Siel Bleu Ireland seen a significant reduction in outgoings such as staff travel, insurance, part time trainer and PRSI costs.

External Funding

Due to the challenges faced in 2020, Siel Bleu Ireland were heavily reliant on external funding. Due to the significant reduction in sales in 2020 in comparison with 2019, Siel Bleu Ireland qualified for the Government Wage Subsidy Scheme which subsidised all of the Siel Bleu Ireland staff salaries from March 2020 onwards. This scheme is to continue into 2021. Siel Bleu Ireland also received funding from the COVID-19: Stability Scheme for Community and Voluntary, Charity and Social Enterprise Organisations (CSS), on behalf of Department of Rural and Community Development (DRCD)

Siel Bleu Ireland received funding from the Department of Health National Lottery scheme for the delivery of programmes in Day Care Centres.

The Siel Bleu Ireland At Home programme was supported by ChangeX and The Hospital Saturdays Fund. Furthermore, A Menarini Pharmaceuticals have supported the delivery of online exercise programmes for people living with COPD. This programme is to support 150 people living with COPD for a six-month period.

Funding was also received from Dublin City Community Cooperative in 2020 to fund the purchase uniform and equipment for the Siel Bleu Ireland team.

Siel Bleu Ireland also received funding in donations through the Siel Bleu Ireland website.

Staff

Siel Bleu Ireland presently has a staff of 14 full time and 6 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
Programme Coordinator: Shane Lee
Physical Trainer: Martina Carton
Physical Trainer: Margueritte O'Malley
Physical Trainer: Darren Loftus
Physical Trainer: Shane Lee
Physical Trainer: Margaret O'Neill
Physical Trainer: Michelle Lynch
Physical Trainer: Aisling Warburton
Physical Trainer: Cormac Walsh
Physical Trainer: Deborah Powell
Physical Trainer: James Quigley
Physical Trainer: Michael Mc Carthy

Part Time Staff

Physical Trainers: Fiona Boyle, Marie Murphy, Blathnaid Mc Kenna, Oliver Mullally & Darragh Kennedy

Administration Staff: Olive Egan

Clients

Nursing Homes

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

Siel Bleu Ireland presently deliver programmes in 150 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. When restrictions are lifted, 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.

Online Programmes

In 2020, Siel Bleu Ireland will build an online platform to host the online programmes that are delivered by Siel Bleu Ireland.

Partners

Irish Heart Foundation

Throughout 2020, Siel Bleu Ireland delivered tailored physical activity programmes online for people living with stroke and heart failure on an online basis. Siel Bleu Ireland have also developed two handbooks for people living with stroke to exercise at home throughout the pandemic.

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. Throughout the pandemic, Siel Bleu Ireland have delivered multiple online programmes for people living with COPD.

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 fourth class in Loughlinstown joined soon after. We currently deliver one programme per week online for people living with Parkinson’s.

Irish Cancer Society

In 2019, Siel Bleu Ireland developed a programme in Ireland for survivors of breast cancer. The programme initially catered 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. In 2020, this service moved online and Siel Bleu Ireland deliver one programme per week in collaboration with the Irish Cancer Society via youtube.com.

Irish Men’s Sheds Association

Siel Bleu Ireland have worked in partnership with the Irish Men’s Shed Association since 2016 delivering programmes in the Men’s sheds with the aim of improving cardiovascular fitness, walking ability and strength of the members of the Men’s Shed groups throughout Ireland. Since the beginning of the pandemic, Siel Bleu Ireland have delivered one session per week online for the Irish Men’s Sheds members.

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 established a partnership with Alone in 2019 and have rolled out programmes in the Dublin north, Ardee and

Dundalk areas. In 2020, Siel Bleu Ireland developed an exercise handbook for people cocooning during the pandemic which has been disseminated by Alone to their service users.

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 older patients. It is being led by the HSE Director of Nursing National Lead Older Persons Services; Deirdre Lang. Siel Bleu presented at a seminar in the Royal College of Surgeons Ireland in January 2020.

The Wheel

The Wheel is Ireland's national association of community and voluntary organisations, charities and social enterprises that provides training and advocacy services for its members. Siel Bleu Ireland has been a member of The Wheel since 2015 and has availed of numerous training opportunities for staff members in recent years.

Charities Institute of Ireland

The Charities Institute of Ireland (CII) support and enable charities to create positive social change. As an organisation, the CII works with its members to help them professionalise, sustain, grow, maximise their impact and improve the welfare of others. The CII also provides educational programmes and resources for charities all across Ireland. Siel Bleu Ireland has sought the advice of the CII in recent years in relation to governance compliance.

Main Successes of 2020

Development of Siel Bleu at Home

Siel Bleu Ireland has been able to continue to achieve its mission to provide affordable and accessible exercise programmes for all members of Ireland's older population and for people living with chronic disease and with physical or intellectual disabilities, to ensure they live full and independent lives. These online programmes have allowed participants to exercise from the safety of their own home throughout the Covid19 pandemic. Participants have joined these online exercise programmes from throughout Ireland and from twelve different countries throughout the world.

Compliance with Governance Code

The Charities Governance Code explains the minimum standards you should meet to effectively manage and control your charity. Good governance involves putting in place systems and processes to ensure that your charity achieves its charitable objectives with integrity and is managed in an effective, efficient, accountable and transparent way.

In 2020, Siel Bleu Ireland achieved compliance with the Charities Regulator Governance Code. The Siel Bleu Ireland management and the Governance Code sub committee worked on the compliance and the Siel Bleu Ireland board of directors approved compliance at the board meeting on December 17th 2020.

Staff Retention

Due to the Government Employee Wage Subsidy Scheme, Siel Bleu Ireland have been able to retain its staff throughout the pandemic. This is crucial to the future success of Siel Bleu Ireland as our team are highly qualified and hugely passionate about the services we provide. This places Siel Bleu Ireland in a strong position for when restrictions are eased and Siel Bleu Ireland can recommence services on a face-to-face basis.

Increase in Siel Bleu Ireland's Profile

As a result of the delivery of online programmes throughout the pandemic, Siel Bleu Ireland's profile has increased significantly nationwide.

Grants Received

The awarding of external funding and grants to Siel Bleu Ireland has ensure that Siel Bleu Ireland are in a position to retain its staff and manage the severe impact of the reduction in income from the delivery of services. Funding from Hospital Saturdays Fund, ChangeX, The Community Foundation, Pobal, Dublin Co Coop, A Menarini, The Siel Bleu Association and the HSE for various projects

Communications

Siel Bleu in the Media

Throughout 2020, Siel Bleu Ireland was featured in numerous media outlets including print, online and national television. Our Siel Bleu at Home classes were featured twice on Virgin Media One's Ireland Am TV show, with live exercises for people to follow along with. The programme was also featured in an Irish Times Article called "[A Life Saver](#)".

We were also mentioned on Nova Radio Station, in the Irish Times, gov.ie and a feature on the web platform "[Atlas of the Future](#)".

Social Media

2020 has been an interesting year for Siel Bleu Ireland's social media presence. Through the introduction of Siel Bleu at Home it has helped to raise our Facebook likes by over 2000 and nearly 900 YouTube subscribers both lending to an increase in Siel Bleu Ireland's overall profile.

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 July 2014)
- Jean Daniel Muller (Joined September 2010)
- Guillaume Lefebvre: Secretary (Joined September 2010)
- Fiona Rafferty (Joined July 2014)
- Caroline Daly (Joined July 2014)
- Dr Phil Jakeman (Joined July 2014)
- Sheena Forde (Joined June 2020)
- Michael Lynch (Joined June 2020)

Meetings of the Siel Bleu Ireland board of directors took place on the following dates in 2020; 2nd March, 2nd June, 22nd September, 8th December & 17th December.

Sub Committees

The following sub committees are currently in place to support specific projects;

Governance Sub Committee

Members: Sheena Forde, Carla Piera FitzGerald, Michael Lynch & Thomas Mc Cabe

The aim of this sub committee is to oversee Siel Bleu Ireland's compliance with all governance requirements set out by the Charities Regulator. In 2020, Siel Bleu Ireland was in compliance with all aspects of the Governance Code set out

Siel Bleu at Home Sub Committee

Members: Sheena Forde, Carla Piera FitzGerald & Roger Jupp

The aim of this subcommittee is to oversee the development of the Siel Bleu Ireland At Home programme and the redevelopment of the Siel Bleu Ireland website.

Process Update

Auditors

In 2020 Siel Bleu Ireland appointed new auditors in Woods & Partners. Audited accounts for 2019 were completed in 2020 by our previous Auditors, Grant Thornton.

Strategic Planning

In consideration of the current pandemic, the Siel Bleu Ireland strategic plan has been amended to reflect the current challenges faced and the revised priorities. The strategic plan is in place for 2021 through to 2025 and has been put in place with the following aims;

- Nationwide coverage
- Development of Siel Bleu at Home
- Delivery of services to over 11,000 per week
- Annual turnover from sales of €1,000,000 per annum
- Employment of 40 staff

2021 Strategic Plans

1. Resumption of face-to-face services

At the point of when it is safe to do so, Siel Bleu Ireland will recommence the delivery of services with our clients nationwide on a face-to-face basis.

2. Development of Siel Bleu at Home

Siel Bleu Ireland will develop the platform to host the online Siel Bleu Ireland programmes for all services users. It is hoped to launch this platform in May 2021. A marketing plan and advertising campaigns will be developed to increase client base. Participant feedback will be surveyed to support future communications.

3. Marketing

In 2021, Siel Bleu Ireland aim to redevelop the Siel Bleu Ireland website. It is hoped to launch the new website in May 2021

4. Governance

Following on from 2020, Siel Bleu Ireland will aim to comply with the Charities Regulator Governance Code. In 2021, Siel Bleu Ireland aim to comply with the fundraising principles for charities. Additionally, Siel Bleu Ireland aim to comply with the Triple Lock Standard for Charities that is set out by the Charities Institute of Ireland. This triple lock standard includes the following;

- Financial reporting
- Governance Code compliance
- Fundraising principles

Participant Testimony

The following testimonies are from participants in the Siel Bleu at Home programme in 2020;

- *Being able to do them during the epidemic in my own home, it has helped me especially during lockdown.*
- *Can work at my own pace, no embarrassment of not being able to manage an exercise in front of others and build up my pace.*
- *I feel part of a group, especially as I brought five friends on board too and we comment to each other about the classes on WhatsApp. Three of these are in the UK, so it keeps us in contact with each other while doing the exercises. It gives me a routine to follow each day by doing a class at 11am.*

- *Everything. It gives my day a purpose. It is also so good for mental and physical health. Well done to all!*
- *Once I had read about them in The Irish Times, I could log in easily every day I wanted. The variety was so good, different exercises, different trainers. So simple to take part from home where it was private – and I could go mad or just go gently!*
- *I love everything about these exercises. I love that there is variety, different objectives, different teachers with different approaches. I used to hate doing exercises but now I do them almost every day except Sunday. It has really changed my life.*