



Siel BLEU IRELAND

Bleu

ANNUAL REPORT

2020 - 2021

Siel Bleu Ireland,
18 Eustace St,
Temple Bar,
Dublin 2

PREPARED BY
THOMAS MCCABE
NATIONAL MANAGER

COMPANY DETAILS

Company Number: 488C914

Reporting Period: 1st January 2020 to 31st December 2021

Company Type: CLG – Company Limited by Guarantee

Registered Name: Siel Bleu Ireland

Address: 18 Eustace St, Temple Bar, Dublin 2 D02 WR53

Social Media:



@SielBleuIreland

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 McCabe

A year like no other, Siel Bleu Ireland has purposefully become more empathetic and compassionate towards the community and people who are the heart of the work we do.

Following an unprecedented 2020, we faced continued challenges and erratic lockdowns that Ireland experienced throughout the ongoing COVID-19 pandemic in 2021 which was further compounded by the cyber attack on the HSE that had a huge effect on the Irish healthcare system.

During these trying times, we witnessed the resilience and determination of the cohort of Ireland's population that we had the honour of serving. Our online programme delivery was a huge success, and we are eager to continue providing services to our clients, both in person and online, in the coming year.

Our team's adaptability, aided by our fantastic Board of Directors and numerous other supporters, has allowed us to look forward to 2022 and beyond with enthusiasm and optimism! We are proud to have contributed to our clients' physical and mental well-being during this unprecedented time, and we look forward to assisting more and more people throughout 2022.

We are extremely grateful to the Hospital Saturdays Fund, Pobal, The Community Foundation, The Government, and the HSE for their funding support throughout 2021.

We are also profoundly thankful for the support of Trinity College's Executive MBA programme, who assisted us in the further development of the Siel Bleu at Home programme.

The ongoing pandemic has taught us not to plan too far ahead. It taught us valuable lessons in resilience and adaptability, and while we are not looking too far into the future, we cling to hope for 2022 with vigour and optimism! The need for our services in Ireland has never been greater and we relish the challenge!

Onwards and upwards in 2022!

Warm Regards,
Thomas McCabe
National Manager



Through the global COVID pandemic, we have all faced some unprecedented challenges but we are beginning to look forward with hope to a return to a new normality.

With each new wave and variant of the virus, the Siel Bleu team has demonstrated exceptional dexterity in dealing with new issues. We at Siel Bleu have moved quickly to adapt and respond to our customers' and stakeholders' changing needs, and we have banded together to help the communities in which we live and work.



At the outset, I would like to salute the front-line workers who have sustained us in countless ways, the scientists and healthcare workers who are continuously researching and developing the vaccines that are saving lives and allowing the world to open up again, slowly but surely.

We are also extremely grateful to the Irish government for their prolonged financial assistance programmes, as well as the sponsors and donors who have enabled our survival and development in such difficult times.

I extend my deep gratitude towards all my colleagues for their diligence and resilience. When our regular services in nursing homes and residential care centres were halted, our trainers continued to reach out to our users and remained focused on building our innovative Siel Bleu at Home online programme. We sincerely hope to be doing more face-to-face sessions in nursing homes and other settings as the year progresses and restrictions and infections decline.

Let us all hope for a better year and for healthy lives and greater happiness for all.

Yours sincerely,
Roger Jupp,
Chairman Siel Bleu Ireland



WHERE WE ARE NOW

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

Vision

To create a society where older adults 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 2011 to the 2016 census. 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 of 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.



OUR WORK

In Residential Settings

This is the core of the business activity that Siel Bleu Ireland delivers on a weekly basis. Prior to the pandemic, our trainers delivered programmes in 150 nursing homes and daycare centres each week in 20 counties throughout Ireland. Our trainers travel to each contracted daycare 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 severe cognitive impairment.

With 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 works 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 2021, 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 being unable to participate in community exercise programmes. To date we have had over 1 million views of those exercise classes.







2021 IN REVIEW

Continuing on from an unprecedented 2020, 2021 was another challenging year for Siel Bleu Ireland with the ongoing impact of Covid19 and the emergence of new variants of the virus. In addition to this, the cyber attack on the HSE had a detrimental effect on Siel Bleu Ireland's attempt to recommence programmes with our HSE clients. This has led to a 41% decrease in sales in 2021 in comparison to 2020 and an 80% decrease in sales in comparison with 2019 and subsequently has led to an increase in the reliance on external funding.

With the support of a group of students on the Executive MBA programme in Trinity College, we sought to further develop our Siel Bleu at Home programme. The group worked with Siel Bleu Ireland from January to March 2021 to develop a business strategy for Siel Bleu at Home, compare software and developed a marketing plan for the future development of Siel Bleu at Home. The new Siel Bleu at Home platform was launched in August 2021 and will be an integral part of Siel Bleu Ireland's offering in the future.

The return to the delivery of face to face sessions were severely hampered by the ongoing pandemic and emergence of new variants of the virus throughout 2021. This was further compounded by the HSE hack in 2021 which also had a significant impact in engaging with stakeholders and clients within the HSE for a significant period in 2021.

It is hoped that in 2022, Siel Bleu Ireland can return to the full delivery of classes on a face to face basis on a national level.

-
- 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**

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 Harold’s 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.

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.
-

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 and 2021 this service moved online and Siel Bleu Ireland delivered 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 working 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 12 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.

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.
-

Nursing Homes & Day Care Centres

- Nursing homes and Day Care Centres are the main channels of Siel Bleu Ireland's business.
- Prior to the Covid19 pandemic, Siel Bleu Ireland delivered programmes in over 150 nursing homes and daycare centres throughout Ireland. This is a priority area for Siel Bleu Ireland and will continue to be the priority area of growth for the next three years. The resumption of services in this area in 2022 will be a huge priority for the organisation in 2022.

Community Groups

- Siel Bleu Ireland currently worked with numerous community groups prior to the pandemic 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 daycare 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 a 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 is working with the following patient groups;
- | | |
|---|-----------------------------|
| • COPD Support Ireland | • Fibro Ireland |
| • Living Well With Dementia, Stillorgan | • Enable Ireland |
| • Irish Heart Foundation | • Irish Cancer Society |
| • Arthritis Ireland | • 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 response to the Covid19 pandemic and resulting lockdown, Siel Bleu at Home was developed. This programme has been further developed and is now a paid subscription platform that is fully integrated into the Siel Bleu Ireland website.
-

SUCCESSES OF 2021

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. In 2021, the further development of this online offering into a paid subscription model that can cater for participants irrespective of where they live in Ireland or even beyond our shores.

Achievement of Triple Lock Certification

The Triple Lock Standard of Governance is awarded by the Charities Institute of Ireland to organisations that actively demonstrate openness, transparency and integrity to your beneficiaries and donors your charity should be operating to the Triple Lock Standards - transparent reporting, good fundraising and governance. The Siel Bleu Ireland Board and staff has strived for a number of years to achieve this standard and in late 2021, were awarded this certification.

Staff Retention

Due to the continuation of Government Employee Wage Subsidy Scheme into 2021, Siel Bleu Ireland has 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 has placed 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 in 2022.

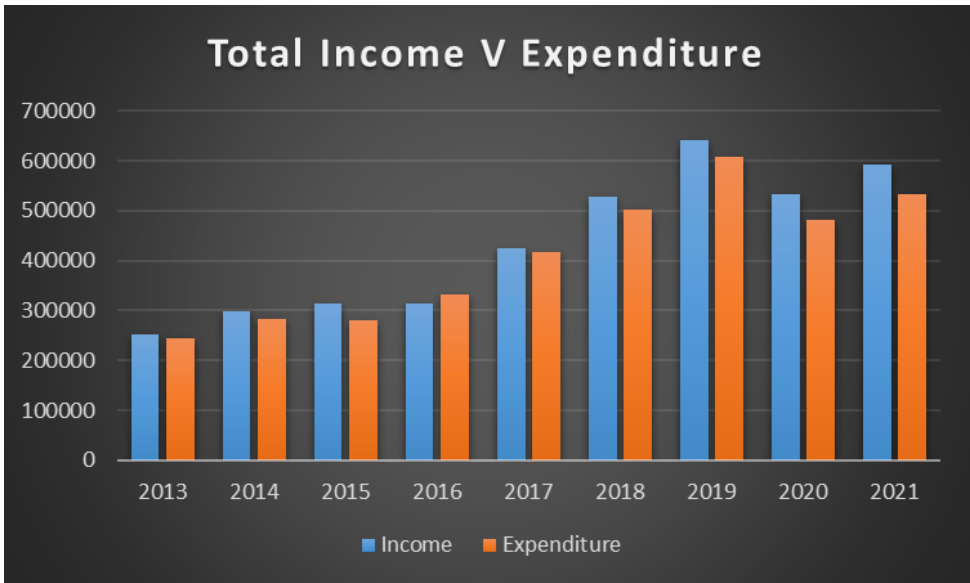
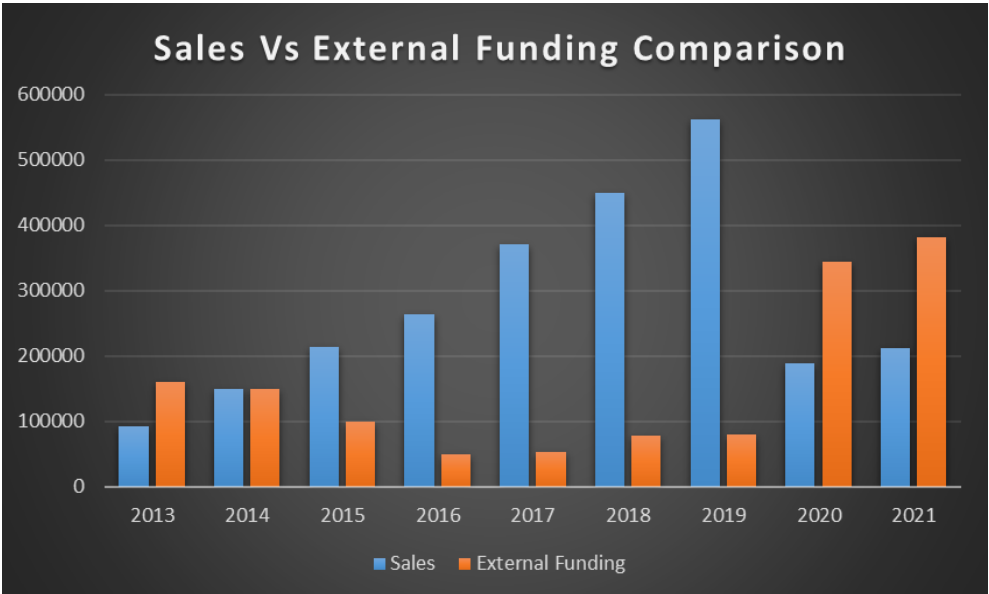
Grants Received

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, The Government, The Community Foundation, Pobal, The Siel Bleu Association and the HSE has significantly supported Siel Bleu Ireland throughout 2021



FINANCIAL OVERVIEW

2021 has been a challenging year for Siel Bleu Ireland financially, with a 59% decrease in sales from pre covid times in 2019. The organisation has relied significantly on external funding. The table on the right illustrates the comparison between sales and external funding in recent years.



This table highlights a comparison between income and expenditure from 2013 to 2021. The increase in outgoing in 2021 is a direct result of increasing insurance costs and increased costs related to increased service delivery in 2021 compared to 2020.

As a result of the huge challenges faced in 2021 as a result of the Covid19 pandemic, Siel Bleu Ireland was heavily reliant on external funding. Following on from 2020, Siel Bleu Ireland continued to qualify 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 the middle of 2022.

Siel Bleu Ireland also received funding from the Community Foundation, the Hospital Saturdays Fund, The Department of Health National Lottery scheme and the mPower Healthy Community Funds to support the roll out of our online programmes.

Siel Bleu Ireland were also awarded funding from the Government Social Enterprise Covid19 Support Scheme and from the Arise PObal fund to support the raising of awareness of Siel Bleu Ireland in 2022. Donations were also received through the Siel Bleu Ireland website.

BOARD AND COMMITTEE MEMBERS

Siel Bleu Ireland has had 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)**
- **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 2021; 2 nd March, 1st June, 13th September & 6th 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 2021, Siel Bleu Ireland was in compliance with all aspects of the Governance Code set out and also achieved Triple Lock Certification from the Charities Institute of Ireland.

Siel Bleu at Home Sub Committee

Members: Sheena Forde, Carla Piera FitzGerald, Margueritte O'Malley, Sarah Shailendra, Paul Clarges & 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.

STAFF

Siel Bleu Ireland presently has a staff of 15 full-time and 2 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

Brand & Communications Manager: Carla Piera FitzGerald

Marketing & Communications Officer: Sarah Shailendra Salve

Development Officer: Cormac Walsh

Siel Bleu at Home Coordinator: Margueritte O'Malley

Physical Trainer: Martina Carton

Physical Trainer: Darren Loftus

Physical Trainer: Kate Lynch

Physical Trainer: Margaret O'Neill

Physical Trainer: Grainne Dolan

Physical Trainer: Sarah Craig

Physical Trainer: Deborah Powell

Physical Trainer: Michael Mc Carthy

Physical Trainer: Mateusz Naumczyk

Physical Trainer: Patrick Anglim

Part-Time Staff

Physical Trainer: Sinéad Moore

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

PROCESS UPDATE

Auditors

In 2021 Siel Bleu Ireland's 2020 financial audit was carried out by Woods, Delaney & Co. The 2021 audit is due to get underway in May 2022.

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 2022 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 delivery of services of €1,000,000 per annum
- Employment of 40 new staff members

Siel Bleu Ireland's strategic planning is in need of a review at board level and this will take place in 2022.

2022 STRATEGIC PLANS

1. Recommencement of face-to-face services

Siel Bleu Ireland will recommence the delivery of services with our clients nationwide on a face-to-face basis with the anticipated easing of restrictions in 2022.

2. Continued roll out of Siel Bleu at Home

Siel Bleu Ireland will develop the platform to host the online Siel Bleu Ireland programmes for all services users. 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 2022, Siel Bleu Ireland aim to raise awareness of Siel Bleu Ireland through the Pobal Arise scheme.

4. Governance

Following on from 2021, Siel Bleu Ireland will aim to comply with the Charities Regulator Governance Code and to meet the Triple Lock Standard for Charities that is set out by the Charities Institute of Ireland which includes the following;

- Financial reporting
 - Governance Code compliance
 - Fundraising principles
-

COMMUNICATIONS

Siel Bleu in the Media

Throughout 2021, Siel Bleu Ireland was featured in a number of media outlets including print, online, and radio. Our Siel Bleu at Home classes were featured on Nova Radio Station, Dundalk FM, and Near FM.

Social Media

2021 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 social media presence. We have started a new Instagram account @SielBleuIreland.

Website Redevelopment

In 2021, Siel Bleu Ireland's website was upgraded and the Siel Bleu at Home platform was integrated into the website. The website is continually being updated and being made more user friendly for our niche audience.





"Ciaran, who suffered a left hip fracture from a fall, had been unable to climb the stairs and had been using a walking frame for approx. 1 year. Wife had been sleeping upstairs and he had a pull out bed downstairs. I began working with him 1 month ago. He was prescribed 3 strength sessions per week along with a daily walking goal. The focus of the strength sessions were to not only build physical capacity but also improve his confidence in his balance and abilities. Yesterday, he successfully climbed the stairs and said it was easy which was brilliant. He is also now just using a stick to walk and plans to soon be walking unassisted"

- Testimony of a Siel Bleu Participant by Cormac Walsh, Development Officer
