



ANNUAL REPORT

2022

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

PREPARED BY
THOMAS MCCABE
NATIONAL MANAGER

COMPANY DETAILS

Company Number: 488914C

Reporting Period: 1st January 2022 to 31st December 2022

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

2022 has presented some significant challenges with the ongoing Covid-19 pandemic and the knock on effects of the war in Ukraine. However, with the continued resilience and adaptability of our fantastic team, I am proud to report that at year end, Siel Bleu Ireland has almost resumed full delivery of services and can now look forward into 2023 with renewed optimism.



The response of our fantastic team in facing up to the various challenges right throughout the Covid-19 pandemic and the wide impacts on their own personal lives has been inspiring. We are so proud of our team's efforts throughout the past number of years. Their efforts have ensured that Siel Bleu Ireland looks forward into 2023 and are motivated to continue to strive to achieve our strategic aims and objectives over the coming years.

Siel Bleu Ireland is lucky to have a fantastic Board of Directors who have been an invaluable support throughout 2022. These past few years have presented unforeseen challenges for Siel Bleu Ireland and as a small Social Enterprise, having a Board of Directors with an extensive set of skills and are fully behind the vision and mission of Siel Bleu Ireland has been an incredible support.

We are extremely grateful to the Hospital Saturday's Fund, Pobal, The Irish Government and the HSE for their funding in 2022 which allowed us to continue deliver services, particularly in the early part of 2022 when we were still faced with extensive restrictions as a result of the pandemic.

We look forward to 2023 with renewed optimism and are determined to face down any of the inevitable challenges that will emerge throughout the coming years. Siel Bleu Ireland are committed to providing high quality services that are affordable and accessible for our service users. We will continue to aim to improve the quality of life of our services users of which we are both proud and privileged to deliver services to.

In conclusion, I wish to reiterate my thanks to all of our amazing team as well as our Board of Directors and other supporters who allow us to do what we do. A huge thanks to all those who funded or contributed to Siel Bleu Ireland's efforts throughout the course of 2022.

Franklin D. Roosevelt once stated that, "A smooth sea never made a skilled sailor". These past few years has tested the resolve of Siel Bleu Ireland. However, we are committed to achieving our aims and objectives over the coming years.

Onwards in 2023!

The last year has been a dynamic journey where Siel Bleu Ireland overcame challenges and made a steady recovery from the lingering effects of the COVID-19 pandemic. In common with the entire healthcare system, we were directly impacted by the pandemic and its associated restrictions: our in-person classes were eliminated, to all intents and purposes, in 2020 and only started to recommence in February 2022.



We made use of this enforced absence to design and implement 'Siel Bleu at Home', an online option for those who would otherwise be unable to achieve exercise during the pandemic, because of the temporary restrictions or more permanent difficulties.

We firmly believe that Siel Bleu at Home has the potential to reach people in the most remote parts of the country and enable people with underlying health conditions to gain access to finely tuned exercise classes, appropriate for their physical capacities. We shall press forward with this initiative in conjunction with specific advocacy and support groups in the coming months.

After the pandemic's official passing, our in-person services in nursing homes and other environments are gaining sharp increases in numbers but we still have a way to regain our full volume of services. I am, nevertheless, confident that our dedicated trainers and other employees will rise to the task of fully rebuilding our reach.

I would like to thank all our employees for their commitment and loyalty through these trying times. Our survival was only possible thanks to the Irish Government's PUP scheme, Siel Bleu France and the support of our valued clients.

We look forward with renewed energy to providing our life-changing exercise classes to our valued long-term - and more recent - clients. We plan to further expand our in-person classes geographically in 2023, with a view to full national coverage as soon as practicable.

This will be my final year as Chairman of Siel Bleu Ireland, after 9 years of involvement. It has been an honour and (most times!) a pleasure to occupy this role. I look forward to seeing and hearing a great deal about the achievements of Siel Bleu Ireland in the years ahead and wish my successor as Chairman, the Board as a whole and all our employees every success.

Yours sincerely,
Roger Jupp,



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.

Our Values

- Equality
- Integrity
- Respect
- Innovation
- Empathy
- Honesty
- Professionalism



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 25 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 2022 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 Intellectual Disability Services & Supports**
- **Private nursing homes**
- **Irish Wheelchair Association**



Community Groups

In 2022, 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

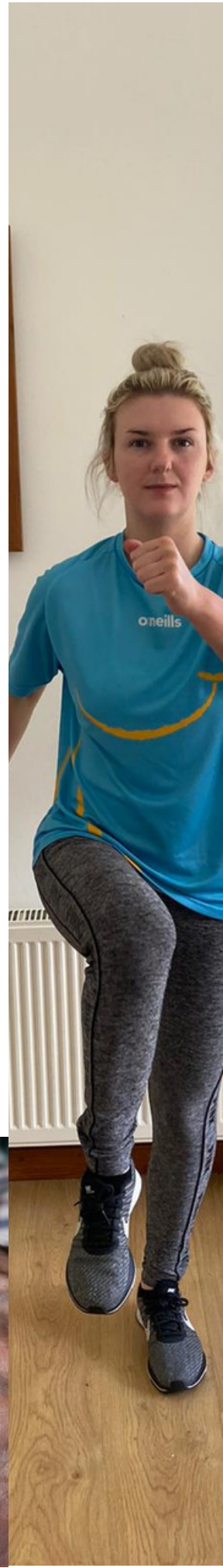
Siel Bleu Ireland trainers travel to people's homes to deliver sessions in situations where people are unable to travel to a community session or prefer to exercise in their own home.

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.

Mental Health Services

In partnership with St James' Hospital and Mullingar Hospital, Siel Bleu delivers exercise programmes that aim to promote the physical, social and mental benefits of the patients in living with Mental Health difficulties. The aims are to improve patient's strength, mobility, aerobic capacity and balance. Each programme is tailored to the group and adapted to each participant and their ability level and centered around improving the participants mental and physical health.







2022 IN REVIEW

In the early stages of 2022, Siel Bleu Ireland was severely impacted by the Covid-19 pandemic. However, as 2022 progressed and restrictions eased, Siel Bleu Ireland was able to return to the full delivery of services in the later months of 2022. The demand for Siel Bleu Ireland's services has accelerated as a result of health services focus on community based preventative healthcare solutions such as Siel Bleu Ireland's offering. Also the profile of Siel Bleu Ireland has increased as a result of Siel Bleu Ireland's efforts throughout the pandemic and this has increased the awareness of our offering and subsequently has increased the demand for our services.

Awareness campaign

Siel Bleu Ireland launched the country's first dedicated fitness challenge for older people with the help of GAA legend Pat Spillane. The '30 Days to Better Ways' campaign to raise awareness of social enterprises in Ireland under the ARISE Social Enterprise Awareness raising initiative from the Department of Rural & Community Development.

aimed to promote the benefits of exercise and personal health achievements for older people. The 30-day online challenge, which ran from June 1st-30th, encouraged older people to see the difference 30 days of regular exercise and activity could make to their physical and mental wellbeing. Participants signed up for the 30-day free trial and had access to a wide range of exercise classes from mobility to strength and conditioning, offered through the Siel Bleu at Home online programme.

The challenge aimed to focus on personal health achievements rather than weight loss or muscle gain. The campaign also included Ireland's first wellness event dedicated to older people, which featured talks from leading health specialists, exercise sessions from Siel Bleu Ireland's highly qualified trainers, and a guest talk from Pat Spillane.

This places Siel Bleu Ireland in a strong position moving into 2023.

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- 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 2022, 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 2023 will be a key priority for Siel Bleu Ireland

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
- Living Well With Dementia, Stillorgan
- Irish Heart Foundation
- Arthritis Ireland
- Parkinson's Ireland
- Fibro Ireland
- Enable Ireland
- Irish Cancer Society
- Irish Men's Sheds Network

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 2022

Resumption of delivery of in person sessions

The start of the year started slowly for Siel Bleu Ireland due to the continuing restrictions imposed by the Covid-19 pandemic. However, following the easing of restrictions throughout 2022, Siel Bleu Ireland have resumed the delivery of services with a strong demand for our in person programmes throughout Ireland. In comparison with 2019 which was our best ever year, Siel Bleu Ireland had a sales revenue of 88% of our 2019 sales, this compares with 33% in 2020 and 40% in 2021. A sales increase of 40% is forecast for Siel Bleu Ireland in 2023

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 2022, were awarded this certification.

Grants Received

The awarding of external funding and grants to Siel Bleu Ireland has ensured 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 even through the final stages of severe restrictions in Ireland as a result of the pandemic. Funding from Hospital Saturdays Fund, The Government, Pobal, The Siel Bleu Association, Baillie Gifford and the HSE has significantly supported Siel Bleu Ireland throughout 2022.

National Expansion

In 2022, Siel Bleu Ireland expanded the delivery of services into Roscommon, Galway Longford and Monaghan. Siel Bleu Ireland also have a strong presence in the North East of Ireland. This is a direct result of the strong link between Siel Bleu Ireland and Alone.

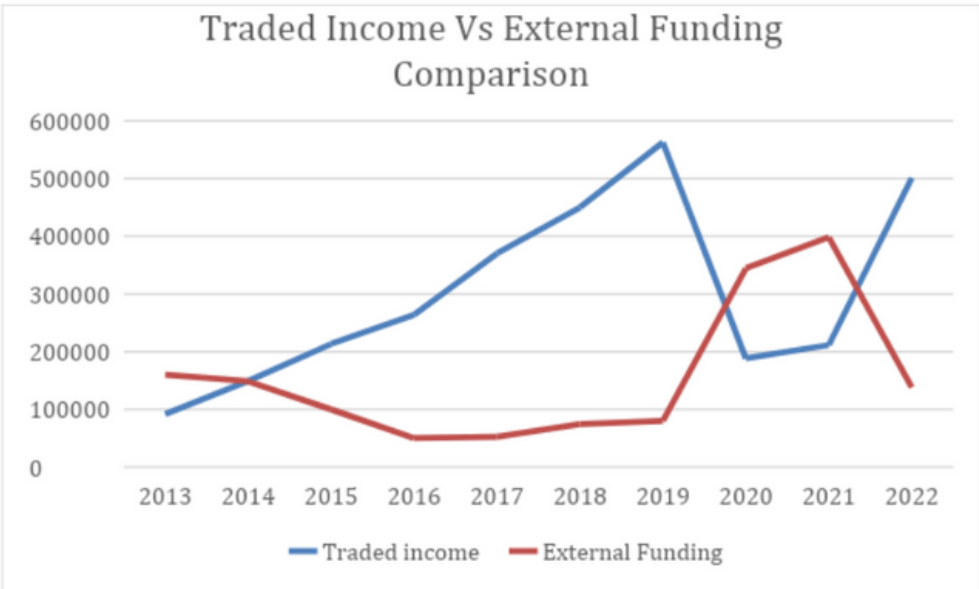
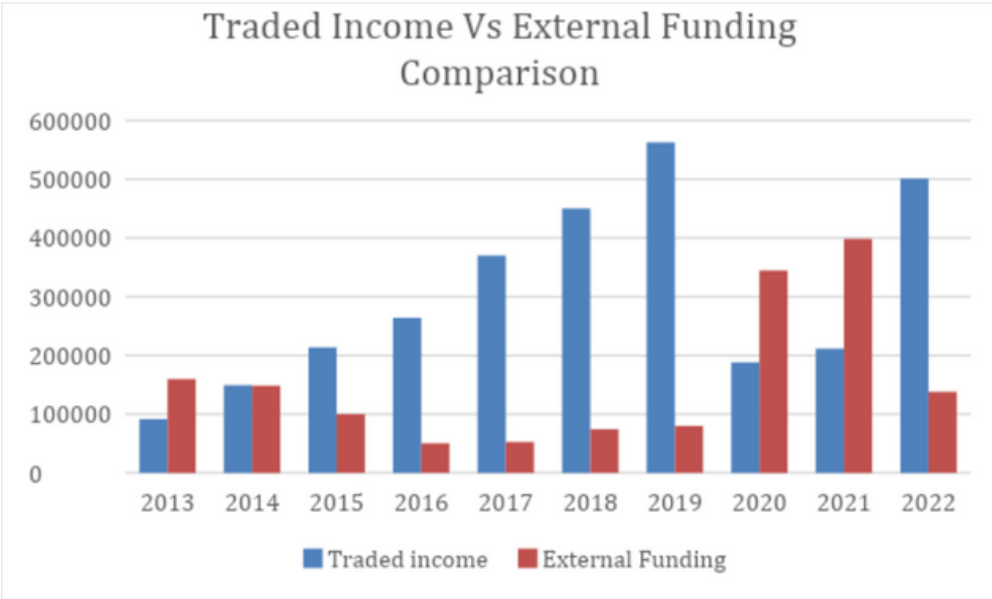
Delivery of New Services

In 2022, Siel Bleu Ireland commenced with the delivery of services in Mental Health Services in collaboration with Mullingar Hospital and St James Hospital. The programmes are delivered by the Siel Bleu Ireland team on site with service users who are living with mental health difficulties. These programmes are continuing on into 2023 with the aspiration from all stakeholders to expand these programmes nationally.



FINANCIAL OVERVIEW

As a result of the continuing COVID-19 pandemic, 2022 was a challenging year for Siel Bleu Ireland financially with the organization being heavily reliant on external funding, particularly in the 1st half of 2022. The following table illustrates the comparison between traded income and external funding in recent years.



This table illustrates the comparison between traded income and external funding and illustrates the effect that the Covid-19 pandemic has had on the growth of Siel Bleu Ireland

As a result of the challenges faced in 2022 as a result of the continuing Covid19 pandemic, Siel Bleu Ireland was heavily reliant on external funding in the first four months of 2022. Following on from 2020 and 2021, 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 to April 2022. Siel Bleu Ireland also received funding from the Hospital Saturdays Fund, The Department of Health National Lottery scheme, Pobal and Baillie Gifford.

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 (Joined 2014)**
- **Jean Daniel Muller (Joined 2010)**
- **Guillaume Lefebvre (Joined 2010)**
- **Fiona Rafferty (Joined 2014)**
- **Caroline Daly (Joined 2014)**
- **Phil Jakeman (Joined 2014)**
- **Sheena Forde (Joined 2020)**
- **Michael Lynch (Joined 2020)**
- **Barry Minnock (Joined 2022)**

Meetings of the Siel Bleu Ireland board of directors took place on the following dates in 2022: **28th March, 2nd July, 11th July and 26th September.**

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

Governance Sub Committee Members: Sheena Forde, Sarah Shailendra, Michael Lynch & Thomas McCabe

The aim of this subcommittee is to oversee Siel Bleu Ireland's compliance with all governance requirements set out by the Charities Regulator. In 2022, 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, 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.

In 2023, Siel Bleu Ireland will add new Board members to the Board as a number of the exiting Board are reaching the end of the maximum recommended term of service.

STAFF

Siel Bleu Ireland presently has a staff of 19 full-time and 2 part-time. 6 volunteers also perform a number of roles for Siel Bleu Ireland.

Full-Time Staff

National Manager: Thomas Mc Cabe

Marketing & Communications Manager: Sarah Shailendra Salve

Development Officer: Cormac Walsh

Siel Bleu at Home Coordinator: Margueritte O'Malley

Administration Staff: Olive Egan

PROCESS UPDATE

Auditors

In 2022, Siel Bleu Ireland's 2022 financial audit was carried out by Woods, Delaney & Co. The 2022 audit is due to get underway in May 2023.

Strategic Planning

In consideration of the Covid-19 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
- Delivery of services to over 18,000 people per week
- Traded income of over €1,000,000 annually
- Employment of a team of over 45 nationally

Siel Bleu Ireland's strategic planning has been revised in 2022 to reflect the changed landscape over the past number of years

2023 STRATEGIC PLANS

- **Continued increase in the delivery of face to face services**

Siel Bleu Ireland aim to continue to increase the delivery of our services in 2022. A target of an increase of 40% from 2021 has been set

- **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
- Adherence to fundraising principles

- **National Expansion**

Siel Bleu Ireland aim to expand the delivery of series into Cork, Galway, Limerick, Wexford & Monaghan in 2023

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 Irish Daily Mail, Irish Daily Mirror, Irish Daily Star, The Irish Times, Wicklow News, Dundalk Democrat, Sports for Business (Online), Tipperary live, Senior Times, Leitrim Observe and Highland Radio.

We also had interviews with East Coast FM, CRC FM, Midwest Radio, South East Radio,, Connemara Community Radio and Classic Hits Radio.

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 and growing numbers on LinkedIn as well , all lending to an increase in Siel Bleu Ireland's overall social media presence.



"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."

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