

# Annual Report

**Prepared By :**  
Thomas Mc Cabe  
National Manager



# Company Details

<b>Company number</b>	488914C
<b>Company Type</b>	CLG - Company Limited by Guarantee
<b>Registered Name</b>	Siel Bleu Ireland
<b>Address</b>	18 Eustace St, Temple Bar, Dublin 2, D02 WR53
<b>Bank</b>	Allied Irish Bank, Dame St, Dublin 2
<b>Solicitors</b>	McCann FitzGerald, Riverside One, 37 - 42 Sir John Rogerson's Quay, Grand Canal Dock, Dublin 2
<b>Auditors</b>	Woods & Partners, 7 Clanwilliam Square, Grand Canal Quay, Dublin 2, D02 CV48
<b>Charity Number</b>	CHY19489
<b>CRA Number</b>	20076504
<b>National Manager</b>	Thomas Mc Cabe

# A Message from the National Manager



*Thomas Mc Cabe*  
*National Manager*

Dear Friends, Partners, and Supporters,

2025 was a year of continued growth, innovation, and national expansion for Siel Bleu Ireland. As demand for inclusive and adapted physical activity programmes continues to increase across Ireland, our organisation has remained focused on delivering high-quality, evidence-based services that improve the physical, mental, and social wellbeing of older adults and people living with chronic conditions.

Throughout the year, we strengthened existing partnerships, launched new programmes, expanded into additional counties, and increased access to services through both in-person and online delivery models. We were particularly proud to begin delivery of a new HSE-funded Chronic Disease Management programme and to further develop partnerships with organisations supporting people living with Parkinson's disease, dementia, COPD, diabetes, arthritis, and neuromuscular conditions.

Behind every programme delivered is a person whose confidence, mobility, independence, and quality of life has improved through movement and social connection. This impact continues to motivate and inspire our team nationwide. During 2025, we also began developing our new 2026–2030 Strategic Plan, which will guide the next phase of Siel Bleu Ireland's development. The strategy will focus on national scale, innovation, sustainability, workforce development, and strengthening our role within preventative health and healthy ageing initiatives across Ireland.

I would like to sincerely thank our staff, trainers, board members, partners, funders, and participants for their continued support, commitment, and belief in our mission.

Together, we are continuing to demonstrate that physical activity is not simply exercise; it is a powerful tool for health, dignity, independence, and social connection.

Sincerely,

*Thomas Mc Cabe*

# A Message from the Chairwoman of the Board



*Sinead Lonergan*  
Chairwoman, Siel Bleu Ireland

Ireland is entering a period of significant demographic change. By 2040, the number of people aged 65 and over is projected to increase by more than 70%, representing over half a million additional older adults in our communities. This is one of the defining social challenges, and opportunities, of our time.

It calls on all of us to rethink how we support people not simply to live longer, but to live healthier, more connected, and more fulfilling lives.

We know that movement is one of the most powerful tools available to support healthy ageing. Evidence consistently demonstrates that structured exercise programmes, particularly those focused on balance, functional movement, and strength, reduce falls, improve confidence, and enhance quality of life. Every class delivered, every connection formed, and every individual empowered to remain active contributes to stronger, more resilient communities. We are proud to have increased our reach into communities in Ireland in 2025 by 20% compared to the previous year.

At Siel Bleu, we believe that ageing well is not a privilege of the few; it is a fundamental aspiration that should be achievable for everyone, regardless of income, geography, or circumstance. The historic allocation of €3bn funding towards older people's services by the Irish Government in 2025 is a welcome and necessary step toward this future.

I have been particularly encouraged by the deepening partnership between Siel Bleu and the HSE. Together, we are demonstrating what can be achieved when innovation, evidence, and shared purpose come together in service of public good.

On behalf of the Board, I would like to commend the dedication of the Siel Bleu team who are making it all happen.

My sincere gratitude to our partners, supporters, and corporate sponsors in 2025. Your trust, collaboration, and investment enable us to reach more people, develop new programmes, and build the right solutions for the challenges ahead.

*Sinead Lonergan*

# About Siel Bleu Ireland

## Vision

Our vision is to create a society where older adults and people living with chronic conditions can experience the benefits of physical activity, irrespective of 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 conditions to ensure they live full and independent lives.

## Our Values

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



## Who we are

Siel Bleu Ireland is a social enterprise and non-profit organisation dedicated to improving the health, wellbeing, and quality of life of older adults and people living with chronic conditions or disabilities through adapted physical activity programmes.

Established in Ireland in 2010, Siel Bleu Ireland is part of the wider international Siel Bleu network, which was founded in France in 1997 and now delivers programmes to hundreds of thousands of participants across Europe each week.

Our programmes are designed and delivered by specially trained exercise professionals and are tailored to meet the needs and abilities of each participant group. We work across residential care settings, hospitals, community groups, mental health services, disability services, patient organisations, and private homes.

Through movement, social connection, and evidence-based practice, Siel Bleu Ireland empowers people to maintain independence, build confidence, improve mobility, and enhance overall wellbeing.

Alongside programme delivery, Siel Bleu Ireland advocates for the integration of adapted physical activity into preventative healthcare, healthy ageing, chronic disease management, and community wellbeing initiatives across Ireland.



# Our Impact

Siel Bleu Ireland programmes aim to deliver positive outcomes across three key areas:



## Physical Health

- > Improved balance and mobility
- > Increased strength and physical confidence
- > Falls prevention
- > Improved cardiovascular fitness
- > Support for chronic disease self-management



## Mental Wellbeing

- > Increased confidence and independence
- > Reduced anxiety and isolation
- > Improved mood and self-esteem
- > Increased motivation and routine



## Social Connection

- > Reduced loneliness
- > Increased community participation
- > Improved peer support networks
- > Enhanced quality of life

# Our Work

## Residential Settings

This is the core of the activity that Siel Bleu Ireland delivers. Siel Bleu Ireland delivers a wide range of programmes in nursing homes and day care centres each week 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 a severe cognitive impairment.

## Patient Groups

Exercise is seen as one of the main methods of treatment for numerous chronic diseases. Siel Bleu Ireland delivers programmes that are tailored to meet the needs of people with chronic disease and delivers programmes with the following patient organisations:

- Irish Heart Foundation
- COPD Support Ireland
- Parkinson’s Ireland
- Alzheimer’s Ireland
- Living Well with Dementia
- Arthritis Ireland
- Diabetes Ireland
- Muscular Dystrophy Ireland

## 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 Intellectual Disability Services & Supports
- Private nursing homes

## Community Groups

In 2025, 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

Siel Bleu Ireland's Online Programmes bring expert-led physical activity sessions directly to individuals and groups, making exercise accessible anytime, anywhere. Designed for older adults and people living with chronic conditions, our virtual classes focus on improving strength, mobility, and overall well-being. Whether delivered live or on demand, our programmes are safe, engaging, and tailored to individual needs. From seated exercises to strength training and balance work, our sessions help participants stay active, independent, and connected. Perfect for individuals at home, community groups, or residential care settings, Siel Bleu Ireland's online programmes ensure that everyone has the opportunity to move and thrive.

## 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 patients living with Mental Health difficulties. The aims are to improve patients' strength, mobility, aerobic capacity and balance. Each programme is tailored to the group, adapted to each participant's ability level, and centred on improving participants' mental and physical health.



# 2025 in Review

In 2025, Siel Bleu Ireland continued to build on the strong progress of previous years in advancing its mission to promote health and well-being across communities. Key highlights of the organisation’s achievements and development during 2025 include the following:

## Strengthened Partnerships

The partnership between Siel Bleu Ireland and Nursing Homes Ireland continued to grow in 2025 through a series of educational webinars focused on nursing home residents' well-being, including physical activity and mental health. These sessions provided practical tools for healthcare professionals and activity coordinators while encouraging collaboration and the sharing of best practices. Due to their positive impact, this successful partnership will continue to develop in 2026.

In 2025, Siel Bleu Ireland also developed a new partnership with Diabetes Ireland through the delivery of online exercise programmes aimed at supporting individuals living with diabetes to improve their overall wellbeing and self-management.

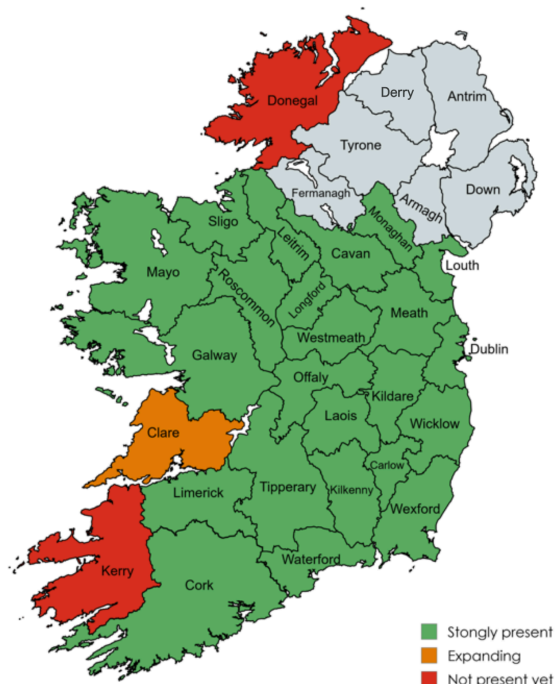
A partnership with Muscular Dystrophy Ireland (MDI) also started in 2025 with the introduction of tailored 1-to-1 exercise sessions, adapted online classes, and educational talks. These initiatives provided accessible and supportive opportunities for members to stay active while reinforcing the importance of person-centred adapted physical activity.

Both partnerships have created strong foundations for continued growth and collaboration in 2026.

## Expansion of Reach

During 2025, Siel Bleu Ireland continued to expand nationally, strengthening services in Sligo, Clare, Limerick, Dublin, Kildare and the Midlands. Through increased demand for both in-person and online programmes, the organisation supported a growing number of participants across residential, community and healthcare settings.

The continued growth of online delivery also enabled Siel Bleu Ireland to reach participants in rural and underserved communities who may otherwise experience barriers to accessing exercise programmes.



## Growth in the Community

Siel Bleu Ireland forged strong partnerships with healthcare providers, community organisations, and local authorities, amplifying its reach and impact. By collaborating with like-minded entities, the organisation was able to leverage resources, expertise, and networks to better serve its target population. The expansion of HSE-funded programmes in the community is a direct example of this.

In 2025, the vast majority of Siel Bleu Ireland's services continued to be delivered in community settings, reflecting the organisation's commitment to accessible, local, and inclusive programmes that help people remain active and connected within their own communities.



## Development of new programmes

In 2025, Siel Bleu Ireland was awarded a contract with the Health Service Executive to deliver programmes as part of a Chronic Disease Management initiative for people living with chronic conditions. The programme started in October across Dublin and Kildare and is set to continue expanding into the Midlands.

During the year, Siel Bleu Ireland also developed a range of new online and in-person programmes for several groups, enabling us to reach and support more people who need our services. This included the expansion of tailored programmes in partnership with Diabetes Ireland and Muscular Dystrophy Ireland (MDI), further strengthening support for individuals living with long-term health conditions through adapted physical activity, education, and wellbeing initiatives.

## France-Ireland Business Links

The relationship between Siel Bleu Ireland and the French Embassy in Dublin is based on shared interests in health, wellness, and the promotion of French-Irish cooperation in the healthcare and social sectors. As Siel Bleu was originally founded in France in 1997 before expanding to Ireland, there is a natural link between the organisation and French institutions, including the embassy.

In 2025, Siel Bleu Ireland was also invited to speak at the launch of the French Economic Footprint in Ireland 2025 report, held on 13 November at the Jameson Distillery Bow St, owned by Pernod Ricard. The event highlighted the strength and longevity of French-Irish economic relations, underlining France's role as a trusted and enduring partner for Ireland.

## Awards and Recognition

- > 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

Collaboration remains central to Siel Bleu Ireland’s approach. Through partnerships with healthcare providers, patient organisations, charities, community groups, public bodies and corporate partners, we are able to extend our reach, strengthen programme quality, and improve health outcomes for participants nationwide.



### ALONE

ALONE is an organisation working with older people who are socially isolated or 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 has rolled out programmes in the Dublin North, Ardee and 12 Dundalk areas. A referral pathway has been developed between Alone and Siel Bleu Ireland.



### Arthritis Ireland

Siel Bleu Ireland has proudly delivered programmes on behalf of Arthritis Ireland since 2013. In 2025, we continued to expand the number of classes and programmes delivered to arthritis community groups across Ireland, enabling more people to benefit from adapted physical activity and supportive group exercise. We hope to continue building on this strong partnership and further grow these services in 2026.



## Charities Institute of Ireland

The Charities Institute of Ireland (CII) supports and enables 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.



## COPD Support Ireland

COPD is the 4th largest pathology in Ireland, with 400,000 people living with it currently. Over the past 10 years, Siel Bleu Ireland has developed a community-based pulmonary rehabilitation programme, called "Exercise, COPD & Me", that was previously not in place and now delivers a community-based pulmonary programme to over 30 COPD support groups around Ireland.



## Diabetes Ireland

Since September 2025, Siel Bleu Ireland and Diabetes Ireland have proudly partnered to deliver a new online physical activity programme tailored to support individuals living with Type 1 Diabetes and Type 2 Diabetes. Following the success of a 16-week pilot initiative, generously funded by A. Menarini Pharmaceuticals, the programme was expanded into a dedicated offering exclusively for Diabetes Ireland members. The initiative provides accessible, engaging exercise sessions designed to help participants improve fitness, build confidence, and support their overall health and wellbeing in a safe and inclusive online environment.



## French Embassy, Business France & France-Ireland Chamber of Commerce

Siel Bleu Ireland has continued to strengthen its relationships in recent years with the French Embassy in Dublin, Business France, and the France-Ireland Chamber of Commerce. These valued partnerships reflect our shared commitment to promoting French-Irish collaboration, innovation, and positive social impact in Ireland. Throughout 2025, Siel Bleu Ireland was honoured to be invited to a range of events organised by these partners, including networking gatherings, economic report launches, and official visits involving French political representatives. These opportunities have enabled us to build meaningful connections with both French and Irish organisations; broaden our professional network; and increase awareness of our mission and services.





### **Irish Heart Foundation**

Throughout 2025, Siel Bleu Ireland delivered tailored physical activity programmes online for people living with stroke and heart failure on an online basis. Siel Bleu Ireland has also developed two handbooks for people living with strokes to exercise at home throughout the pandemic.



### **Irish Men's Sheds Association**

Siel Bleu Ireland has 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. In recent years, Siel Bleu Ireland has been involved in the Shed's for Life initiative, which promotes healthy lifestyles in sheds nationwide.



### **Living Well with Dementia**

Living Well with Dementia (LWwD) began as an HSE pilot programme in 2012 to support people with dementia in staying active, independent, and connected within their communities. Due to its success, it became a permanent HSE service in 2016. Over time, LWwD has developed a wide range of community-based supports, including social, creative, and well-being activities for both individuals and carers. Siel Bleu Ireland connected with LWwD in 2011, with both organisations sharing a person-centred approach that focuses on ability, autonomy, and inclusion. Since 2012, Siel Bleu trainers have delivered adapted exercise sessions that improve physical health while also fostering social connection, enjoyment, and a sense of community.



### **Muscular dystrophy**

In 2025, Siel Bleu Ireland was proud to begin a new partnership with Muscular Dystrophy Ireland, working together to provide tailored health and well-being supports for its members. During the year, this collaboration included one-to-one exercise sessions, nutrition workshops and talks, as well as an online physical activity programme designed to promote confidence, mobility, and overall wellbeing. This partnership reflects our shared commitment to improving the quality of life through accessible and inclusive services. We hope to expand the range and reach of support available to members in 2026.



## Nursing Homes Ireland

Since 2023, Siel Bleu Ireland has deepened its partnership with Nursing Homes Ireland (NHI) to bring tailored physical activity programmes to care home residents across the country. Recognising the crucial role of exercise in maintaining mobility, independence, and overall well-being for older adults, this collaboration has enabled us to provide structured, engaging, and evidence-based exercise sessions in residential care settings. Through this partnership, we have supported both residents and staff by fostering an environment that encourages movement, enhances social interaction, and improves quality of life. In 2025, Siel Bleu Ireland was also proud to present at the Nursing Homes Ireland conference, providing an opportunity to share expertise, highlight the importance of adapted physical activity in residential care, and strengthen relationships within the sector. Our joint efforts with NHI reflect our shared commitment to ensuring that older adults in nursing homes remain active, empowered, and engaged in their daily lives.



## Parkinson's Ireland

In 2018, Siel Bleu Ireland was 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. In 2025, programmes were expanded into Wexford and Navan and will continue to grow in 2026.



## 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 and board members in recent years.

# Organisational Growth & Governance

## Board and Committee Members

Siel Bleu Ireland remains committed to the highest standards of governance, transparency, and accountability. The Board of Directors provides strategic oversight and guidance to ensure the organisation continues to fulfil its mission sustainably and ethically.

During 2025, the Board continued to oversee governance compliance, financial sustainability, organisational growth, and strategic development through regular meetings and active subcommittees.

Siel Bleu Ireland remained committed to the principles of the Charities Governance Code and continued to strengthen internal governance systems throughout the year.

Siel Bleu Ireland has had an effective board in place. The role of the Board is to oversee governance and the strategic direction of Siel Bleu Ireland. The current board comprises the following members:

- > Sinead Lonergan - Board Chairwoman
- > Colin Edwards - Board Member
- > Guillaume Lefebvre - Board Member
- > Jean-Daniel Muller - Board Member
- > Tara Goodwin - Board Member
- > Tanya O'Brien - Board Member

In 2025, Michael Lynch and Barry Minnock stepped down as Board members of Siel Bleu Ireland in January and September respectively. James Hogan stepped down in January 2026.

Meetings of the Siel Bleu Ireland Board took place on the following dates in 2025: 27th January, 24th March, 26th May, 15th September and 8th December.

## Sub Committees

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

### **Governance Code**

This subcommittee aims to oversee Siel Bleu Ireland's compliance with all governance requirements set out by the Charities Regulator.

## Finance & Remittance

The Siel Bleu Ireland Finance and Remittance Subcommittee provides oversight and strategic guidance on financial planning, budgeting, staff remuneration, and risk management. It plays a key role in ensuring transparency, fairness, compliance, and long-term sustainability across the organisation.

The subcommittee reviews financial reports, monitors organisational performance, and advises on funding strategies to support informed decision-making and strengthen Siel Bleu Ireland's long-term financial health and impact. It also oversees salary structures, benefits, and financial disbursements, ensuring fair processes and timely, accurate administration in line with organisational goals and regulatory requirements.

## Fundraising

The Siel Bleu Ireland Fundraising Subcommittee drives strategic efforts to secure funding through grants, partnerships, and donor engagement. It identifies opportunities, develops fundraising initiatives, and ensures alignment with organisational goals. The subcommittee supports financial sustainability by expanding revenue streams, strengthening stakeholder relationships, and enhancing the impact of Siel Bleu Ireland's mission.

## Staffing

At the time of writing, Siel Bleu Ireland employed 61 staff members nationwide, including full-time staff, part-time staff, and placement students.

As the organisation continues to grow, investment in staff training, development, wellbeing, and organisational culture remains a key priority. Siel Bleu Ireland recognises that its trainers, managers, and support staff are central to the delivery of safe, high-quality, and person-centred programmes nationwide.



## Continuous Review of Processes

Throughout 2025, Siel Bleu Ireland continued to strengthen its internal processes with a focus on improving efficiency, compliance, and financial governance. The organisation maintained strong financial oversight and continued to refine systems to support sustainable growth and operational effectiveness. In 2025, Siel Bleu Ireland's audit was carried out by Woods & Partners.

As part of this ongoing commitment, Mazars were engaged to support and further enhance financial controls and reporting processes, reinforcing best practice standards across the organisation. Looking ahead, Siel Bleu Ireland remains committed to further strengthening its systems and processes to ensure robust governance and continued organisational development.

In early 2026, payroll processing was transitioned from Datawise to Jefferson, marking an important step in streamlining operations and improving service continuity in this area.

## Strategic Planning

During 2025, work began on the development of Siel Bleu Ireland's new strategic plan for 2026–2030. This important process will help guide the organisation's future growth and ensure we continue to respond to the increasing demand for our services nationwide. The strategy will continue to be developed in the coming months, shaping our priorities and ambitions for the years ahead.

# Looking Ahead to 2026

As Siel Bleu Ireland looks ahead to 2026, we remain committed to growing our impact and reaching more people across the country so that even more individuals can benefit from improved health, well-being, and quality of life through adapted physical activity. Building on the momentum of 2025, the year ahead will focus on strengthening our services, expanding our reach, and continuing to develop the organisation for long-term success.

The following areas will be key priorities for Siel Bleu Ireland in 2026:

## Impact & Access

Siel Bleu Ireland's mission is to improve the health, well-being, and quality of life of older adults and people living with chronic conditions through tailored exercise programmes. In 2026, we will continue to expand access to our services, ensuring that more people can participate regardless of location, income, or health challenges. We also aim to further measure and demonstrate the positive physical, mental, and social impact of our programmes.

## Innovation & Digital Transformation

As digital engagement continues to grow, particularly among older adults, we will continue to embrace innovation and technology to enhance programme delivery and participant experience. This includes strengthening our online services, improving digital communication, and modernising internal systems to support efficiency and growth.

## People & Partnerships

Our trainers, staff, managers, volunteers, and partners are at the heart of everything we do. In 2026, we will continue to invest in our people while strengthening partnerships with healthcare providers, community organisations, patient groups, and corporate supporters. These relationships are essential to extending our reach and increasing our impact nationwide.



## Organisational Sustainability

To continue delivering on our mission for years to come, Siel Bleu Ireland will focus on building financial resilience, operational efficiency, and long-term sustainability. This includes diversifying income streams, improving internal processes, and investing in systems and structures that support future growth.

## Visibility, Voice & Advocacy

Raising awareness of the benefits of physical activity for older adults and people living with chronic conditions remains a key priority. In 2026, we will continue to strengthen our profile, advocate for inclusive health and wellbeing initiatives, and position Siel Bleu Ireland as a trusted leader in adapted physical activity across Ireland.

Siel Bleu Ireland believes that everyone should have the opportunity to experience the benefits of movement, regardless of age, diagnosis, ability, or background. In 2026, we look forward to continuing to build healthier, stronger, and more connected communities throughout Ireland.

# Communications

In 2025, Siel Bleu Ireland’s communications and marketing activity focused on strengthening brand clarity, increasing visibility, and better communicating the real-world impact of adapted physical activity. With limited budgets, efforts prioritised organic growth, storytelling, and partnership-led promotion, ensuring that messaging remained authentic, accessible, and aligned with organisational values.

## Key Achievements

A key achievement this year was the shift towards more impact-led communication. Rather than simply promoting classes, content increasingly highlighted why movement matters, sharing participant stories, trainer perspectives, and testimonials from partner organisations. This approach helped humanise our work, build trust with new audiences, and reinforce Siel Bleu Ireland’s role as a leader in adapted physical activity for older adults and people living with chronic conditions.

## Social Media

Social media remained a central communication channel in 2025. Instagram and Facebook, in particular, were used to showcase programme highlights, awareness days, seasonal campaigns, and collaborations. Content became more consistent and purposeful, with improved use of carousels, videos, and campaign-style posts to support engagement. While growth was steady rather than rapid, engagement quality improved, reflecting a more connected and invested audience.

## Partnerships

Partnerships played an increasingly important role in marketing reach and credibility. Collaborations with organisations such as Living Well with Dementia and Diabetes Ireland allowed for shared messaging, cross-promotion, and access to new communities. These partnerships demonstrated the value of aligning communications with trusted voices and showed that joint campaigns can significantly amplify their impact without incurring additional financial costs.



## Targeted Communications

2025 also reinforced the importance of clear, targeted messaging for different audiences. Communications evolved to better distinguish between older adults, carers, healthcare professionals, community partners, and employers. This learning highlighted the need for tailored language, visuals, and calls to action, an insight that will directly inform campaign planning and content development in 2026.

Overall, 2025 was a year of learning, refinement, and stronger alignment between communications, marketing, and organisational goals. The foundations laid this year provide a solid platform for a more strategic, campaign-driven marketing approach in 2026, with a focus on measurable outcomes, audience growth, and long-term impact.

## Looking ahead to 2026

Looking ahead to 2026, Siel Bleu Ireland will continue to build on this strong foundation by expanding the scope of its communications to reflect a broader vision of health and well-being.

In addition to promoting adapted physical activity, future content will increasingly integrate themes of nutrition, ecology, and social connection, recognising their essential role in supporting healthy ageing. This evolution will allow communications to better reflect the participants' daily lives, offering more rounded and practical guidance that supports the overall quality of life. By exploring topics such as accessible nutrition, environmentally conscious practices, and opportunities for social engagement, Siel Bleu Ireland aims to position itself not only as a provider of exercise programmes but also as a broader advocate for sustainable, inclusive, and community-focused wellbeing.

Inclusion, accessibility, and overall well-being will remain central to our mission as we continue to grow, connect with more communities, and create meaningful impact in the year ahead.

# Thank You

Siel Bleu Ireland would like to sincerely thank everyone who contributed to our work throughout 2025.

To our participants, thank you for your trust, commitment, enthusiasm, and determination. Your participation and continued engagement inspire us every day and remain at the heart of everything we do.

To our trainers, staff, placement students, managers, and volunteers, thank you for your professionalism, compassion, energy, and dedication. Your work continues to make a meaningful difference in communities across Ireland and helps improve the lives of thousands of people each week.

We would also like to thank our Board of Directors for their guidance, governance, and continued support as the organisation continues to grow and develop nationally.

Our sincere appreciation also goes to our partners, funders, healthcare professionals, community organisations, residential care providers, patient advocacy groups, and supporters who continue to collaborate with us and believe in the importance of accessible physical activity for all. Together, we are helping to build healthier, stronger, more connected communities throughout Ireland.

As we look ahead to 2026, we remain committed to ensuring that older adults and people living with chronic conditions can continue to benefit from movement, independence, social connection, and improved quality of life through adapted physical activity.

Thank you for being part of the Siel Bleu Ireland journey.



