



Press Release: May 2024
FOR IMMEDIATE RELEASE

Sterts Arts & Environmental Centre announce Sara Rhodes' appointment as new CEO/Creative Director.

Cornwall, UK – Sterts is entering a new era with the appointment of Sara Rhodes as new CEO and Creative Director. The appointment comes as part of the organisation's relaunch and follows a rigorous review of Sterts by Trustees and the creation of a clear and exciting vision of where Sterts wants to be in the future.

Sara joins Sterts to both lead the organisation and develop the theatre's future strategy in conjunction with Sterts' Directors. Sara brings a wealth of experience as a creative producer and cultural leader with a passion for developing projects and co-creating work with communities, untapping talent in unexpected places and presenting unheard stories.

Sara grew up locally and discovered a love for performing arts at an early age. After graduating from the University of Exeter with a bachelor's and master's degree, Sara spent a short time running a small theatre company for young people and worked with local companies to deliver workshops with disabled people and adults experiencing multiple disadvantages.

Since 2012, Sara has forged a career at the Theatre Royal Plymouth, developing large-scale, co-created programmes with communities. She's produced inclusive outdoor arts festivals, devised productions, and site-specific performances. In recent years, Sara has worked internationally with the Wampanoag Nation and supported the launch of a National Addiction Recovery Arts Network.

She has secured commissions to support the development of unexpected artists and raised significant funds to expand community programmes. She has experience of programming, co-producing, partnership working and people management. Sara said "I am thrilled to be the new CEO/Creative Director. I have great enthusiasm for the future of Sterts and I believe it can be a thriving cultural organisation, where creativity and community are at the centre. I am committed to creating an inclusive

environment full of regular arts activity for all ages. A place where a diverse programme of great art is both presented and produced, the beginnings of ideas are supported, the love of theatre is nurtured, and the platforming of local talent is celebrated.”

At this pivotal point in the long creative journey of Sterts, the trustees are excited about the expertise and enthusiasm Sara will bring to drive forward Sterts’ creative and community ambitions. Chair of Trustees, Richard Newton Chance, said “We are extremely lucky to have recruited such an excellent candidate and are confident that with Sara’s leadership we can look forward to creating something really special, particularly as she will be joining us as we open a new theatre.”

Notes for Editors*

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