



**ST HELENS BOROUGH COUNCIL
ARTS STRATEGY**

THE STORY, VISION AND MISSION

1. OUR STORY

St Helens' motto, **EX TERRA LUCEM: Out of Earth - Light**, was restored in 2013 by popular petition.

The phrase reflects the Borough's mining history, it influenced Danny Boyle's Olympic Opening Ceremony, the creation of St Helens iconic sculpture, Dream and Jonathan Bates' composition dedicated to Jay Hall and the St Helen's Youth Brass Band.

As we emerge from the darkness of the current pandemic lockdown there is no better story for the St Helens Arts Strategy to embrace.

A single word: **Emergence.**

In philosophy, science and art, emergence occurs when a discreet idea, element or creation interacts with a wider whole.

As St Helens begins to emerge from lockdown, public art will start emerging from unlikely places, beloved buildings will emerge from their temporary desolation and new structures from freshly broken earth. Musicians, dancers, and artists will emerge from their studios and bedrooms and lockdown dreams will emerge as inspiration.

St Helens has always been a place where things emerge - coal from earth, canals from brooks, glass from sand.

It is a home of artistry and experiment and makers.

In its latest emergence St Helens arts and culture will lead the way for the borough and by its shining example, for the nation.

2. OUR VISION

A thriving arts scene is good for the health of people and places. The benefits of taking a fresh approach to the arts will be substantial and will be felt by residents and businesses across the borough.

Art and culture and the encouragement to be creative helps lives. Creativity helps us to communicate ourselves and our values in images, sounds, movements, and stories.

This is why St Helens wants all its young people to experience the possibilities of being creative, because arts can help self-expression and build self-esteem and contribute to practical skills achievements.

Arts and culture can be a conversation that translates experience across space and time, that can build a sense of a developing community, aware of its past, hopeful for its future and in constant creative dialogue.

This is why St Helens is thrilled with its Creative People and Places programmes and will seek ways to amplify its scope and reach.

The arts can provoke new thoughts and feelings and help us address difficult problems in our lives.

This is why St Helens wants to extend its work with public health and through its Arts in Libraries work.

The arts bring us joy - who does not stop, smile and wonder when they first see Dream?

This is why St Helens wants more people to see it through a wider City Region public art programme.

And the arts can be pure, unadulterated fun, they can cheer us up and they can literally brighten up and colour our towns and villages.

This is why the possibilities of the English Cities fund and Town Deal are so important to St Helens to get right, because they will allow St Helens to create the world it wants its residents to live in - a better, more serious, more playful, more lively, more joyful, more engaged, more confident St Helens.

All of this will be celebrated when St Helens becomes Borough of Culture in 2023.

3. OUR MISSION

To help each and every one of St Helens residents to emerge through arts, creativity, and culture.

By 2023 every St Helens resident can contribute, experience and benefit from an uplifting cultural encounter.