NECE

European Conference

The Impact of Cultural and Citizenship Education on Social Cohesion

3 - 5 December 2009, Vilnius, Lithuania

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Project Fact Sheet

Workshop 3

"Culture as a Means to Overcome Social Borders and Involve Socially Disadvantaged Groups: Are Cross-Milieu Concepts and Co-operative Projects Essential?"

	Section	Indications of content
1	**Title of project**	Verse4Cash
2	**Location (City/Country)**	England
3	**Main topics (select 5 max)**	• Poetry • Open-source education • Prisoners • Migrants • Long-term unemployed
4	**Practice-related keywords (5 max)**	
5	**Brief description of project (150 words)**	The Memory Trust certifies and promotes the memorisation of poetry. They certify by being an awarding body, the measure thereby used is the Poetry Memorisation Quotient (PMQ). They promote through the Verse4Cash programme. Participants are awarded a cash reward commensurate with their PMQ scores.
6	**Objectives of project**	• For prisoners: reduce re-offending; • For excluded pupils: raise academic achievement; • For long-term unemployed: increase return-to-work rates.
7	**Impact of the project on education and social cohesion (250 words)**	Learning poetry by heart improves self-discipline, memory, confidence, vocabulary and articulation. But it is more than a mere brain-training exercise. It gives people a sense of well-being and identity. It lifts them out of dependence and into dignity. A poem memorised is a friend for life. So, this is a programme that thinks in the long term and enhances long-term prospects. What really characterises Verse4Cash are its three guiding values: simplicity, value and ambition. There are no teachers, no books, no computers, no premises and no copyright expenses. Verse4Cash goes beyond acquiring skills and filling-in application forms. We do not eradicate ignorance by teaching skills, we do so by imparting wisdom; and how better to do this than out great literary forebears? Access to rich, expressive language will inspire participants to think beyond the employee mentality and aspire to leadership, not only in the workplace but also in the community as a whole.
8	**Target groups**	Prisoners, excluded pupils and long-term unemployed
9	**Project methods/ Project format**	Paying disadvantaged groups for becoming repositories for our poetic heritage

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10	**Project Time scale**	Open-ended
11	**Project Initiator**	The Memory Trust
12	**Resources involved (financial, human, others)**	A national network of freelance assessors and an online Learner Record
13	**Evaluation/Materials**	The Poetry Memorisation Quotient, and statistics for re-offending, academic achievement and return to work provided by the host organisation
14	**Contact information**	Tom Hannah Director The Memory Trust 133a Goldhawk Road London W12 8EN info@memorytrust.org.uk www.memorytrust.org.uk