



A B I A N D A



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

Abianda

Abianda provides one-to-one, group work and employment opportunities to gang-affected young women. We also provide training for the professionals who work with them.



We support these women through our unique model, which combines a solution focused and competence-based approach with participatory principles and techniques. We change the way services are delivered by shifting the central question from 'what is she doing wrong?' to 'how has she managed to survive?' By asking young women the right questions and offering an equal, transparent relationship, we help them discover their own resilience and to develop the power to change their situation.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Abianda** is Making a Mark, striving to create a positive impact on people and planet.

Bringing about a culture shift in service delivery

Our mission is to bring about a culture shift in the way services are delivered to young women affected by gangs and county lines, so that:

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- they feel safe to access help
- they are no longer a hidden group in our communities
- they are free from harm and abuse

We aim to ensure that young women are better connected to system wide services, and that nationally there is an increased awareness of how young women and girls are affected by gangs, and improved service response to them.



Examples of key services

We deliver:

- **One-to-one services** for young women and girls affected by gangs and county line activity across London
- **Preventative group work** as commissioned by boroughs
- **Train-the-Trainer**, equipping young women who have used our services with the skills to co-facilitate our training for professionals, and to act as peer mentors to other young women
- **Young Women's Business Advisory Group** – a second Board for Abianda, giving young women the opportunity to advise on strategy and grow their business understanding
- **Training for professionals** so that they are more confident in their ability to work with young women affected by gangs

Outcomes of support provided

We support young women affected by gangs and county line activity to develop their knowledge, critical thinking and resilience, and to move towards their best hopes.

Through our training, we equip professionals with the knowledge and skills to respond effectively to gang-affected young women. By growing their understanding of the issue, knowledge of services like Abianda, and our unique model of practice, we enable professionals to work effectively with these young women and thereby bring about the culture shift in services we want to see.

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