

North View Housing Association Equality Impact Assessment Tool



Name of the policy / proposal to be assessed	Artificial Intelligence Policy	Is this a new policy / proposal or a revision?	New
Person(s) responsible for the assessment	Corporate Services Officer		
1. Briefly describe the aims, objectives and purpose of the policy / proposal	The policy aims to ensure responsible, ethical, and secure use of Generative Artificial Intelligence (GenAI) tools to support operational efficiency, innovation, sustainability, and service delivery.		
2. Who is intended to benefit from the policy / proposal? <i>(e.g. applicants, tenants, staff, contractors)</i>	Tenants, owners, other customers and staff.		
3. What outcomes are wanted from this policy / proposal ? <i>(e.g. the benefits to customers)</i>	The use of GenAI will increase productivity and provide creative support with the outcome of freeing up staff time for core service delivery. It will be used for low level tasks such as drafting social media and newsletter content, and casualising customer communications to make them less formal and to remove jargon.		

4. Which protected characteristics could be **affected** by the proposal? *(tick all that apply)*

☐ Age

☒ Disability

☐ Marriage & Civil Partnership

☐ Pregnancy/Maternity

☐ Race

☐ Religion or Belief ☐ Gender ☐ Gender Reassignment ☐ Sexual Orientation

5. If the policy / proposal is not relevant to any of the **protected characteristics** listed in part 4, state why and end the process here.

6. Describe the likely positive or negative impact(s) the policy / proposal could have on the groups identified in part 4	Positive impact(s)	Negative impact(s)
	The use of GenAI to casualise communications to customers can make it more accessible for those with for example neurodivergence or learning disabilities.	
7. What actions are required to address the impacts arising from this assessment? <i>(This might include; collecting additional data, putting monitoring in place, specific actions to mitigate negative impacts).</i>		

Signed:  (Job title): Corporate Services Officer

Date the Equality Impact Assessment was completed: 11/09/2026