



Greater Cambridge Shared Planning Equality Impact Assessment (EqIA)

Introduction – Please read

Equality Impact Assessments (EqIAs) allow the Council to:

- Show that the Council are meeting its legal duty, demonstrating due regard for the provisions of the [Public Sector Equality Duty](#) as below:
 - Eliminate unlawful discrimination, harassment, and victimisation
 - Advance equality of opportunity between those who share a protected characteristic and those who do not
 - Foster good relations between those who share a relevant protected characteristic and those who do not
- Methodically consider and assess the impacts of proposals across the [nine protected characteristics](#)
- Allow the Council to develop and implement high quality proposals that maximise positive outcomes for all.

EqIAs should be completed during the development and review of all Council policies, strategies, procedures, projects or functions. Where there is any doubt, the completion of an EqIA is always recommended.

When the form is completed, please send an electronic copy to equality.schemes@scambs.gov.uk. Further support and guidance available on Insite or contact the Policy and Performance Team.



Equality Impact Assessment Complete Form

Section 1: Identifying Details

- 1.1 Officer completing EqIA:
Victoria Welsh
- 1.2 Team and Service:
Digital and Data, Greater Cambridge Shared Planning
- 1.3 Title of proposal:
AI@Cam project – SHIFT (AI-Enabled Surveys for Housing Intelligence & Future Trajectories)
- 1.4 EqIA start date:
29/05/2026
- 1.5 Proposal implementation date:
04/01/2027
- 1.6 Who will be responsible for implementing this proposal (Officer and/or Team):
Jenny Nuttycombe with the rest of the project team

Section 2: Proposal to be Assessed

- 2.1 Type of proposal:
Project
If other, please specify
[Click or tap here to enter text.](#)
- 2.2 Is the proposal:
New
- 2.3 State the date of any previous equality impact assessment completed in relation to this proposal (if applicable):
[Click or tap to enter a date.](#)
- 2.4 What are the headline aims of the proposal and the objectives that will help to accomplish these aims? (Max 250 words)



A proof of concept project which aims to streamline the annual Housing Trajectory survey process at Greater Cambridge Shared Planning by introducing a human-in-the-loop, AI-enabled solution. The current process, which involves managing around 150 site-specific questionnaires to developers, housebuilders and agents each year via email, is highly manual and time-consuming. The proposed approach will use AI to generate questionnaires, automate distribution and reminders, extract structured insights from responses, and provide real-time monitoring dashboards—all while maintaining professional oversight and GDPR-compliant data handling. The project is expected to reduce administrative burden, improve data quality and stakeholder experience, and create a scalable, open-source framework that can be adopted by local authorities nationwide.

2.7 Which of the Council's equality objectives (as detailed in the Council's Equality Scheme) does this proposal link to or help to achieve?

- ☐ Identify, prioritise and deliver actions that will narrow the gap in outcomes between disadvantaged groups and the wider community
- ☐ SCDC is an employer that values difference and recognises the strength that a diverse workforce brings.
- ☐ Protected characteristic groups have a voice and are represented in forming the future shape of the district.
- ☒ None.

2.8 Which groups or individuals will the proposal affect:

- ☐ Service Users
- ☐ Councillors
- ☒ External Stakeholders
- ☐ Other
- ☒ Employees

If other, please specify [Click or tap here to enter text.](#)



2.9 Broadly speaking, how will these groups or individuals be affected? (you will be asked to provide more detail on the specific impacts on different protected characteristic groups later in the form) (max 250 words)

The proposal will primarily affect council employees and external stakeholders such as developers, agents, and housebuilders who respond to housing trajectory surveys. For employees, the introduction of an AI-enabled workflow will reduce the administrative burden associated with preparing, distributing, and analysing questionnaires. Staff will spend less time on repetitive, manual tasks and more time on professional activities such as analysis and decision-making. This is expected to improve job efficiency, reduce workload pressures, and enhance the overall employee experience. For external stakeholders, the proposal will improve the process of responding to surveys by streamlining questionnaire design, simplifying submission processes, and enabling clearer, more consistent communication and follow-up. This should make participation easier, reduce duplication, and provide a more transparent and user-friendly experience. Overall, the changes are expected to deliver a more efficient, consistent, and accessible data collection process, benefiting both internal users and external partners. Impacts are anticipated to be largely positive, with no significant adverse effects identified at this stage, although ongoing monitoring will be needed to ensure fair access and usability for all users.

2.11 If any part of the proposal is being undertaken by external partners, please specify how the Council will ensure that they will meet equality standards? (Max 250 words)

The University of Cambridge will lead the development of the tool, based on design requirements agreed during the discovery phase in collaboration with GCSP. GCSP will share this Equality Impact Assessment with the University project team to inform their approach and will seek assurance on the measures in place to meet relevant equality standards.

If the Corporate Strategy and Performance team would like to suggest any additional steps the project team could take to meet the equality standards, the project team would be happy to look at implementing.



Section 3: Evidence and Data

- 3.1 Describe any research (this could include consultation) and analysis you have undertaken to understand any effects on groups of people, including those within [9 protected characteristic groups?](#) Please list any key sources that you used to obtain this Information.

(Max 250 words)

During the consultation process we will make sure to include people who might belong to different user groups, although, the consultation is mostly focused on understanding internal GCSP-based processes. Further discovery research or testing in relation to specific protected characteristics could be included in the discovery phase of the project.

- 3.2 If you have not undertaken any consultation, please detail why not, or when consultation is planned to take place.

(Max 250)

The discovery phase will run between June and September 2026 and will include a series of workshops and interviews with key stakeholders from GCSP, to understand the “as is” current workflow and the ideal “to be” AI-enabled workflow.

Section 4: Impact of proposal on those with protected characteristics

- 4.1 Please select all characteristics that may or will be impacted (positive or negative). When providing details of the impact please consider the following questions

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. (both the number of persons affected and the severity of the impact)
- you will be asked to set out actions to manage these impacts in the following question (4.2)



☐ All - general to all protected Characteristics.

Details: [Click or tap here to enter text.](#)

☐ Age

Details: [Click or tap here to enter text.](#)

☒ Disability

Details: [Accessibility \(e.g. screen readers, usability\) could affect people with disabilities. Disabled persons may struggle with accessibility of surveys and be reluctant to engage and therefore feel silenced. Consistent, coherent structure could positively impact on those with cognitive disabilities, making surveys easier to understand and respond.](#)

☐ Gender reassignment

Details: [Click or tap here to enter text.](#)

☐ Marriage and Civil Partnership

Details: [Click or tap here to enter text.](#)

☐ Pregnancy and maternity

Details: [Click or tap here to enter text.](#)

☐ Race

Details: [Click or tap here to enter text.](#)

☐ Religion and belief

Details: [Click or tap here to enter text.](#)

☐ Sex

Details: [Click or tap here to enter text.](#)

☐ Sexual orientation

Details: [Click or tap here to enter text.](#)

☒ Other

Details [1\) Digital inclusion \(cannot edit 4.2 below\) - different levels of digital confidence may affect how easily stakeholders engage with automated systems.](#)



Those who are digitally excluded may feel silenced as unable to engage with digital only.

2) Reduced administrative burden and improved mental health and wellbeing for staff, preventing burnout.

3) Opportunities for respondents to have their voices heard in a constructive manner.

☐ None of the above

4.2 Other characteristics

Some characteristics are not yet protected in law, but the Council has made declarations it will consider them in policy making.

☐ Digital inclusion ([what is this?](#))

Details: Click or tap here to enter text.

☐ Care experience ([what is this?](#))

Details: Click or tap here to enter text.

☐ Rurality

Details Click or tap here to enter text.

☐ Socio-economic

Details Click or tap here to enter text.

4.3 Considering the above impacts you have identified above, please detail any actions (specific or general) which may help to enhance or mitigate impacts.

Please include the timescale for completing the action.

Action and timescale	Officer
June – December 2026 Ensure the survey platform and any user interfaces meet	Matteo Zallio

recognised accessibility standards (e.g., WCAG 2.1), including compatibility with screen readers, clear layouts, and alternative formats where required.	
June – December 2026 Include a range of external stakeholders in testing phases to identify and address usability barriers early.	Matteo Zallio / Jenny Nuttycombe
June – December 2026 Provide simple guidance, help text, and contact support options for stakeholders completing surveys, and internal staff using the tool, reducing potential barriers for those less confident with digital tools.	Matteo Zallio / Jenny Nuttycombe
January – December 2027 This project is proof of concept – if a tool is created that can be rolled out we will implement the collection of user feedback into business as usual where response patterns will be monitored to identify any groups experiencing difficulty or lower engagement, and adjust processes accordingly.	Jenny Nuttycombe

4.4 How will you monitor that the above actions have been completed and that this proposal, once implemented, is impacting fairly on everyone it affects? In answering this question, please include information about feedback you will seek and/or data you will collect and analyse, and how often you will do this

These actions will be added to the project plan and tracked by the project manager.

Section 5: Summary

5.1 Briefly summarise the key findings of the EqIA and any significant equality considerations that should be taken into account when deciding how to



proceed with the proposal (this section can be included within the 'equality implications' section of any committee reports). (Max. 250 words)

The Equality Impact Assessment identifies that the proposal is expected to have largely positive and low-level impacts, primarily affecting council employees and external stakeholders such as developers and agents. The introduction of an AI-enabled survey process will improve efficiency, reduce administrative burden, and enhance the overall user experience, without directly targeting or disadvantaging any specific protected groups. Potential impacts have been identified in relation to disability, digital inclusion and accessibility when interacting with automated systems. These impacts are considered low and manageable with appropriate mitigations implemented. Key equality considerations include ensuring that the system is accessible by design, with compatibility for assistive technologies, and that clear guidance and support are available for users with varying levels of digital literacy. Inclusive user testing and ongoing monitoring of engagement and feedback will be important to identify and address any unintended barriers. The proposal includes a range of proportionate mitigation actions, including accessibility standards, diverse user testing, and feedback mechanisms, alongside a human-in-the-loop approach to maintain oversight and fairness.

5.2 Confirm the recommendation of the officer completing the EqIA:

☒ Proceed with the proposal (with any actions identified as required within Section 4 of the EqIA). Analysis demonstrates that the proposal is robust, we have taken all appropriate opportunities to advance equality and foster good relations between groups.

☐ Reject the proposal: Analysis demonstrates that the proposal will cause unlawful discrimination and it must be removed or changed



Section 6: Sign Off

6.1 Signature of individual completing EqIA:

Victoria Welsh

6.2 Date of completion:

29/05/2026

6.3 When will this proposal next be reviewed and who will this be?

Victoria Welsh and Project Team – January 2027

6.4 Approving officer signature, this should be your Head of Service, Service Area Manager, or Project Sponsor:

A handwritten signature in black ink that reads "D. Mambery".

6.5 Date of approval:

11/06/2026

Please send the completed document to Equality.Schemes@scambs.gov.uk for publishing on the website.