

# Creating world class deaf employee and deaf customer experiences



**terptree**<sup>TM</sup>  
changing the world for deaf people



Interpreting and  
Translation



Training and  
Education



Deaf Customer  
Experience



Deaf Employee  
Experience



Deaf Student  
Experience

## **MEDIA KIT**

[www.terptree.co.uk](http://www.terptree.co.uk)

# About Us

Hey there!



My name is Victoria Williams and I'm the Founder and CEO of terptree.

In case you're wondering, the name comes from the industry abbreviation for an interpreter 'terp'...and my love of trees. Their ability grow strong, stand tall, and abundance in nature.

It all started when my cousin Max was born profoundly deaf. I was 13 years old at the time, and the moment I started signing and became involved in the Deaf community, that was me.

Whilst I continued gaining qualifications in British Sign Language (BSL), I worked in a wide range of roles including in deaf charities and organisations as well as within Mental Health Services for deaf people.

I completed my training and later became a Qualified BSL Interpreter, where I interpreted for BBC, Metropolitan Police, Houses of Commons, various FTSE 500 companies, Councils, and Health Authorities across the country, having even interpreted for the then Prime Minister David Cameron when he addressed Vodafone team at their Newbury HQ.

The knowledge gained in these roles, teamed with my first-hand experience of the barriers that Max has faced in all aspects of life, compelled me to make a change.

And this is where terptree started, providing interpreting services to clients in a range of sectors.

I soon recognised that having access to BSL Interpreters was great, but didn't fully answer the challenges.

Our vision is to Change the World for deaf people by revamping the everyday employee and customer experience provided by the biggest UK and global brands.

We have a unique understanding of the challenges that deaf people face and this knowledge and experience, along with our partnerships within the deaf community, enables us at terptree to help implement the unique but simple solutions to make real change happen.

Max is still very much at the heart of what we do at terptree. The daily barriers that he faces accessing the world acts as a deep-rooted motivation for me and our team.

Our clients range from businesses and Universities to Global brands and corporate giants like BA, Legal & General, Hilton, GiffGaff and Williams Racing.

# Deaf People in the UK

NOW

12  
Million

People in the UK are deaf or have hearing loss.

1 in 6 of the population

2  
Million

Deaf people in the UK have hearing aids



6.7  
Million

Could benefit from wearing hearing aids

5  
Million

Deaf people of working age.... This is comparable to the population of Costa Rica!

Sign Language is different in every single country across the world!



250,000  
ARE DEAFBLIND



45,000  
DEAF CHILDREN

BSL HAS AN ENTIRELY DIFFERENT GRAMMATICAL STRUCTURE

Deaf people who use BSL see themselves being part of a cultural linguistic minority.

2035

15.6  
Million

People in the UK will be deaf or have hearing loss.

1 in 5 of the population

1 in 12

of your teams or colleagues will either be deaf or have a hearing loss



54%

of employees with hearing loss are reluctant to tell their employer

2003  
BSL RECOGNISED AS AN OFFICIAL LANGUAGE



800,000

SEVERELY OR PROFOUNDLY DEAF



90%  
OF CHILDREN ARE BORN TO HEARING PARENTS



150,000  
DEAF BSL USERS



1,500  
Registered BSL/English Interpreters



# Victoria Williams – biography



Victoria started learning British Sign Language (BSL) at the age of 13 when her cousin Max was diagnosed as profoundly deaf. She very quickly became involved in the Deaf Community and could see the affinity with the community and had a real sense of belonging.

She gained a dream job working at the British Deaf Association as a Receptionist, where she was part of the team that exhibited the charities work all around the UK.

**Victoria Williams**  
Founder and CEO

She then went on to establish and head up a support service for the deaf community in Camden, London, followed by working within a Mental Health Service for deaf people.

Whilst there she played a pivotal role working on projects to enable deaf people access to information on the Mental Health Act and accessible guidance on various areas of Mental Health. All of this experience gave her an understanding of the gaps and allowed her to think about how she can change this.

During this time, she also trained and registered as a British Sign Language/English Interpreter (RSLI) and graduated in 2005 from the SLI course with UCLAN.

During her years as an Interpreter, she has worked in a wide range of organisations including; BBC, Metropolitan Police, Houses of Commons, various FTSE 500 companies, Councils, and Health Authorities across the South of England, having even interpreted for Prime Minister David Cameron when he addressed the Vodafone team at their Newbury HQ.

One year on, after registering as an Interpreter, Victoria felt she had achieved her big goal, but still knew that more impact needed to be made. On considering what she had learnt and what could be offered to the Deaf Community – terptree was born. Its strong mission is to change the world for deaf people.

Victoria and the terptree team are actively working on projects that change the world for deaf people every day. Victoria has a drive about her that is contagious and she truly, deeply believes, and cares about the work that she is doing. She is able to share her unique insights into how services can best be provided for deaf people whilst being able to creatively look at cost-effective solutions that can have a huge impact on delivery.

Victoria wholly lives, eats, and breathes terptree with her brain constantly brimming with concepts, ideas and solutions. When she's not wearing her terptree hat, she is busy enjoying the best things in life with her husband and two children. Loving her eventful social life, theatre, music, great food and travelling.

# Victoria Williams – shorter bios



**Victoria Williams**  
Founder and CEO

## Medium Bio - 165 Words

Victoria established terptree back in 2006 with a mission to Change the World for deaf people by revamping the everyday deaf employee and deaf customer experience provided by the biggest UK and global brands.

This all started when she learnt British Sign Language (BSL) at the age of 13 when Max was born profoundly deaf into a hearing family.

She is also a Registered BSL Interpreter, having worked in a wide range of organisations including: BBC, Metropolitan Police, Houses of Commons, various FTSE 500 companies, Councils and Health Authorities across the South of England, having even interpreted for Prime Minister David Cameron when he addressed the Vodafone team at their Newbury HQ.

Victoria and team terptree actively work on projects that change the world for deaf people every day. She is able to share her unique insights into how services can best be provided for deaf people whilst being able to creatively look at cost effective solutions that can have a huge impact on delivery.

## Short Bio - 69 Words

Victoria is the Founder of terptree, with a mission to change the world for deaf people by revamping the everyday deaf employee and deaf customer experience provided by the biggest UK and global brands.

She is able to share her unique insights into how services can best be provided for deaf people whilst being able to creatively look at cost-effective solutions that can have a huge impact on delivery.

# What We Do?



Interpreting and Translation

## Interpreting and Translation

This service enables deaf and hearing people to communicate with one another. Maybe you have a team meeting, job interview, health appointment or University lecture?

We provide highly skilled and qualified Sign Language Interpreters and other Communication Professionals.



Training and Education

## Training and Education

Using our expertise and knowledge we identify the challenges you are facing and design Deaf Awareness training around your needs as a team and business.



Deaf Customer Experience

## Deaf Customer Experience (DCX)

Customers who are deaf or have a hearing loss are massively underserved by most businesses, retailers and organisations.

We work with brands to create world class deaf customer experiences.



Deaf Employee Experience

## Deaf Employee Experience (DEX)

1 in 12 of your workforce will either be deaf or have a hearing loss. And deaf people stay longer with businesses longer.

We support HR and People teams in recruiting and retaining deaf talent.



Deaf Student Experience

## Deaf Student Experience (University)

We specialise in education and have been providing support to deaf students at University for over 10 years.

We provide BSL Interpreting, Notetaking, Speech to Text and more, so that deaf students can fully engage and participate in their University experience.



# Reasons to feel proud



Produced and released a training film about serving deaf customers for British Airways



Ran the first people, power and parliament event with the Houses of Parliament to enable the deaf community to lobby and campaign for important issues



Victoria interpreted for Prime Minister David Cameron



First signed carol concert in Newbury raising money for National Deaf Children's Society



Worked with national Army Museum on their unseen enemy exhibition to make it fully accessible in BSL



terptree works with the Royal Albert Hall to run the first ever relaxed prom



Small Business Sunday winners and Victoria met Theo Paphitis



Victoria appears on BBC South today discussing deaf people's lack of access to subtitles at the cinema



Shortlisted for the National Women in Business awards



Presented to entire GiffGaff team at UniversiGaff



Great British Entrepreneur Award Winner in 2022



West Berkshire Business Awards Small Business Award winner

# Reasons to feel proud





# Victoria in Action

Victoria has been involved in lots of exciting projects and events.

## Travel Weekly

[Online Article](#)



## UK Fire Training

[Article](#)



## Customer Service Manager

[Article](#)



## FosterTalk Magazine

[Downloadable pdf](#)



## Deaf Awareness at Williams Racing

[Online Article](#)



## Elite Business Magazine

[EB Top 100](#)



## Great British Entrepreneur Awards

[Interview](#)



## Growing Business Intelligence

[Online article](#)



## Gift Ware Magazine

[Article](#)



## Restaurant Design Show

[Seminar](#)



## Hospitality Mavericks

[Podcast](#)



## The Limping Chicken

[Blog](#)



# Content Topics

Victoria is available for speaking opportunities, interviews and guest writing opportunities on a wide range of topics, including:



The Deaf Employee Experience



Hiring deaf people & retaining deaf staff



Improving communication in a diverse team



The Access to Work Scheme



The Deaf Customer Experience



Deaf people in society

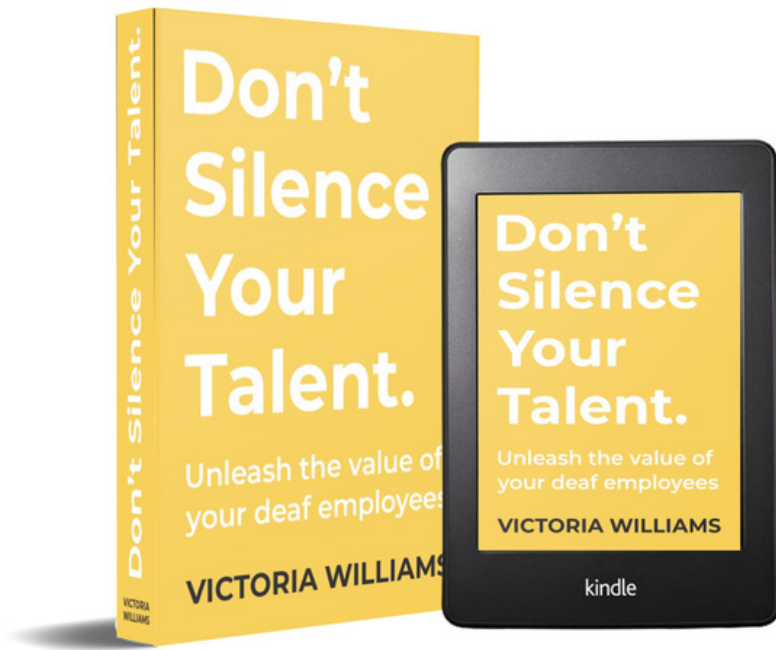


British Sign Language

and many other deafness-related topics.

# Don't Silence Your Talent.

## Unleash the value of your deaf employees



Available  
to buy on  
Amazon

Written by our CEO, Victoria Williams, *Don't Silence Your Talent* is a practical guide for HR professionals who want to work collaboratively with deaf employees and harness the talent in their diverse workforce.

In this book, you will discover:

- How to build a highly engaged team from an untapped, diverse talent pool
- How to create an accessible working environment, taking into consideration workspace, equipment and safety
- How to communicate in a clear and consistent way so that deaf employees don't miss out on information
- How to nurture an integrated team whilst recognising the distinct cultural differences between deaf and hearing people
- The wider benefits of creating a business that embraces deaf awareness as its core

# Contact Us

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Images and videos are available on request.

## GENERAL ENQUIRIES

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