

Deaf teenager wins national award for subtitles website

A young NDCS member from Carshalton has had his creative efforts recognised after winning the national *Daily Mail* 'People's Choice' award. He received his award from the Chancellor Alistair Darling at a ceremony last week.



Profoundly deaf Dean Rhodes-Brandon, aged 18, founded a popular website and information service for subtitled cinema, [yourlocalcinema.com](http://www.yourlocalcinema.com) (<http://www.yourlocalcinema.com>), while he was still at school.

Dean was inspired to set up the business following his own frustrating experiences with mainstream cinema. It is an information service and website that exists to create awareness of subtitled and audio described cinema releases and shows.

Today Dean runs the film industry-sponsored service with the help of his family, as well as finding the time to study at college three days a week.

Dean says: "It was great to meet the Chancellor Alistair Darling at the awards ceremony. I had to endure a 'Dragons Den' style pitching process and a question and answer session from the high profile judges, which was very nerve-racking."

"The 'People's Choice Award' is voted for by the public and my company received the most votes overall. All the finalists from all categories - about 20 people in all - were up for that award and I beat them all, so I'm very pleased."

"Winning this award will really help to spread awareness of accessible cinema. It's an especially important one because it's voted for by the general public. It shows that my service makes a real difference to people with hearing or sight loss. As we get older we may all lose some hearing or sight. We may appreciate services that can help us enjoy sound and vision!"

Since launching the company, Dean has worked with the UK film industry, technology companies and charities representing people with hearing or sight loss to ensure that the UK leads the world in 'accessible' cinema.

Today more than 300 UK cinemas have a subtitle and audio description system and there are around 500 subtitled shows a week nationwide.

Visit www.yourlocalcinema.com (<http://www.yourlocalcinema.com>) to find out more about subtitled screenings in your area, and the great work Dean is doing.

Source: NDCS