**Discover the future of accessible travel with Open Road Access at Naidex & UK Care Week**

Naidex, the UK’s leading event dedicated to empowering and supporting disabled individuals, returns to NEC, Birmingham on 20th – 21st of March 2024. A must-attend show for disabled people, caregivers, and suppliers to the community, the event is truly special because of the invaluable support, resources, and inspiration on hand. Naidex covers all aspects of the disability journey, from family dynamics to education, employment opportunities to leisure and lifestyle choices, making the event truly holistic.

Running simultaneously at the NEC is UK Care Week, targeting professionals and suppliers in the UK’s care sector. With 150 exhibitors and a rich agenda of seminars and live demonstrations, UK Care Week offers essential resources to support the care community and tackle industry challenges.

Open Road Access (powered by Proximo) will be attending both Naidex and UK Care Week this year. Open Road Access, a wheelchair accessible vehicle (WAV) rental service provides nationwide accessible vehicle hire to make transportation hassle-free. The company is on a mission to make transport more accessible and is committed to amplifying the voice of the disabled community.

**Removing the barriers to accessible transport**

On the 21st of March at 11.35 in the Naidex Accessibility hub, attendees can discover how Open Road Access (powered by Proximo) is breaking down the barriers to accessible travel.

Director of Strategy and Innovation, David Dew-Veal, along with Co-Founder and Chief Executive of Purple Goat and Proximo Non-Executive Director, Martyn Sibley, will be leading the session. Purple Goat’s mission is to authentically represent and empower the disabled community, driving inclusive marketing campaigns that resonate with diverse audiences.

In the session, they’ll be exploring how removing the barriers to accessible transport would have a major impact on people’s lives and across the economy, and how Open Road Access (powered by Proximo) and Proximo are taking tangible action to deliver real change.

“We’re delighted to be attending what has become the UK’s foremost convention of the disability community and the care sector” says David Dew-Veal, Director of Strategy & Innovation at Proximo Group.

**Supporting care homes with flexible transport solutions**

Later the same day at UK Care Week, David Dew-Veal will be speaking in the Business, Facilities, and Environments Theatre on how ORA (powered by Proximo) supports care settings and care providers with flexible transport solutions, enriching residents' lives and the level of care offered by providers.

“Maintaining a sense of independence and community engagement through access to social events and appointments outside of the care setting is crucial for residents' mental health and well-being” adds Dew-Veal.

Meet the team and find out about ORA’s (powered by Proximo) innovative accessible transport solutions at ORA’s stand, K54, in the UK Care Week exhibition hall.

On the 20th- 21st March, visitors will be able to participate in an exciting competition. People will get a chance to join the Open Road Access community and will be entered into a competition for the chance to win a £250 Amazon voucher.

Find out more about Naidex and UK Care Week on:

<https://openroadaccess.co.uk/naidex-uk-care-week/>

ENDS

**Notes to editor:**

About Open Road Access

Open Road Access (ORA) provides wheelchair users with hassle free, accessible and affordable vehicle rental. From one day, to one year, ORA’s fully flexible, personalised service helps wheelchair users get on the open road.

Designed by wheelchair users, for wheelchair users, ORA’s all-inclusive package includes delivery, insurance, breakdown cover and collection.

Contact: Paula Hassall, Group Head of Marketing

Email: [Paula.Hassall@proximo.co.uk](mailto:Paula.Hassall@proximo.co.uk)

Website: <https://openroadaccess.co.uk>