



More than 26million people visit London every year, says the London Development Agency

Enjoy a real home from home

By Jayne Atherton

As thousands of air passengers have just discovered, there are times when you need to find a home from home. Staying in hotels isn't always suitable when you have to overstay in London or are moving to the city from another part of the country and need time to find your feet.

Many people who move to London do not know exactly where they want to live, yet feel obliged to rent a room or flat in an unknown area, putting down thousands of pounds in rental down payments. Thousands more have to temporarily live in the city for business reasons or to take part in university or graduate interviews.

But there is an alternative to hotels and expensive, inflexible tenancies. Renting a serviced apartment is becoming a popular way to stay

in London and lots of other cities around Britain and overseas.

There are lots of companies to choose from, and a key benefit of using a short-stay apartment is they can save around 20 per cent on the cost of typical hotel bills.

One serviced apartment company is Go Native, which was formed by former solicitor and investment banker Guy Nixon. He had become frustrated at having to stay in hotel rooms during business trips which could last up to three months.

He launched his business after advertising his London flat to New York business travellers and being inundated with enquiries.

Go Native now offers more than 500 branded apartments in London which are used by 4,000 business and independent travellers every year. The properties, from studios to three-bedroom flats, can be rented from a night to a year. Prices start from £75 per night.

There is also a wider network of 25,000 apartments throughout Britain and overseas.

'Hotel rooms can be very impersonal and there's nothing better than having your own front door, whether you are staying for a long or a short time,' says Shaun Prime, Go Native's chief operations officer.

Select Apartments brokers short-term rents between visitors and property owners. Apartments are available in 150 buildings across London and there is also a selection overseas with a two or three-night minimum stay.

Prices start at £100 per night in London but if you stay for a week or more, the starting cost drops to £85 per night. An apartment in



Alternative lodgings: Renting a serviced apartment might be a better option for a stay in the city. Picture: Corbis



Apartments in Lombard Lane, off Fleet Street in east London, are offered through Select Apartments and have fitted kitchens and Wi-Fi broadband. They cost £110 per night or £95 based on a minimum stay of seven nights

Berlin starts at around £90 for a one-bedroom property.

Marketing director Adrian England said the need for many businesses to cut costs in the recession led to three per cent growth for Select Apartments in 2009. He said: 'Most of our customers are business travellers and we have seen a greater interest since the recession began.'

'Hotels are great for one or two nights, but some regular travellers get tired of the hotel lobby atmosphere, where everyone knows what you are doing.'

> See an architect for charity

Homeless charity Shelter and the Royal Institute of British Architects (Riba) have launched their popular Architect In The House scheme this week. A nationwide network of architects offers the public a one-hour consultation for a suggested donation of £40 to the charity.

The fundraising scheme is in its 14th year and has raised more

than £1million for homeless and badly-housed families while helping more than 50,000 homeowners make improvements.

Homeowners or architects can register for Architect In The House by visiting www.architectinthehouse.org.uk. Participants will be matched with architects in early July and consultations can take place any time up to the end of November.

Available on the App Store

Search on the move with our free app for iPhone

Find a Property.com



HOT PROPERTY IN LEWISHAM

AT COOL PRICES

2 BED APARTMENT IN ZONE 2 FOR
£239,995

Where else can you get a hot Zone 2 property at the incredibly cool price of £239,995?



Call **020 8469 0077**
www.silkworkslondon.co.uk

Sales office and show apartments open
Tues - Sun, 10am - 5pm. Unit A, Nara Building,
Conington Road, London SE13 7FH

Price correct at time of going to print.



SILKWORKS
CONINGTON ROAD, LONDON SE13