

# SilverDoor Benefits From The Heat Wave Hitting The UK



**SilverDoor** international serviced apartments

Released on: July 15, 2009, 12:32 am

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Industry: [Real Estate](#)

SilverDoor has revealed that, with temperatures soaring in London and the South East this summer, there has been an increased demand from customers for serviced apartments with some form of outdoor space, be it a balcony, a terrace or a communal garden.

"In Central London where the temperature has been known to soar as high as 33 Celsius, the advantage of outside space is very important," said



Marnie Delaney-Parker, Head of PR and Marketing at SilverDoor. "No one wants to be inside when the British weather is as wonderful as it has been recently and a terrace or a balcony is perfect and makes a serviced apartment seem a much better option than a hotel room with no outside space."

Key areas for Silverdoor which have seen increased attention are the towns of Newbury and Croydon. [Serviced apartments in Newbury](#) have always been a popular choice and the Library Apartments building features a communal roof garden as well as a comfortable lounge area with a dining table and chairs for entertaining or working at, along with high specification AV equipment and television with Sky satellite channels. The Maresfield Apartment, which is a [serviced apartment in Croydon](#), has also received a great deal of increased interest. Located within a residential area only ten minutes walk from East Croydon mainline station, the apartment features one double bedroom, a separate bathroom and an open plan kitchen/lounge area that leads onto a patio and communal lawns.

While the recent heat wave, which has seen night-time temperatures remaining above 18 Celsius in some areas leading the Met Office to raise its heat wave alert, has been bad news for many people across the country as they try to sleep, it has provided a welcome boon for Silverdoor.

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### **About SilverDoor**

SilverDoor international serviced apartments was incorporated as a limited company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell.

SilverDoor boasts an impressive client portfolio which includes many FTSE 100 companies such as Cadbury, MAN Group PLC, ICAP and Serco Group as well as relocation and hotel booking agents.

SilverDoor offers serviced apartments in over 170 locations globally such as London, Paris, New York, Abu Dhabi and Toyko. SilverDoor has also just added to its portfolio with additional new [Bristol serviced apartments](#) and a selection of [serviced apartments in Edinburgh](#).

SilverDoor is based in Chiswick, West London.

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