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James Foice, ASAP CEO, tells NHS: “Our supply chain is in place, and we are ready to welcome our amazing keyworkers to serviced apartments across the UK”

The Association for Serviced Apartment Providers (ASAP) has responded to calls for help with the supply of serviced apartment properties around the UK, where frontline NHS staff and other vital keyworkers can be accommodated during the COVID-19 crisis.

Earlier this week the Association was called on by Crystal Palace star Wilfried Zaha and his business partner Obi Williams to step in and help, when they found that health workers on call were struggling to find accommodation close to hospitals, which reinforced talks they were already having with the NHS about how serviced apartments could help with the situation.

James Foice, ASAP CEO, says: “This week, since the situation has become more urgent, ASAP has experienced an overwhelming number of communications from operators offering accommodation for keyworkers, and from keyworkers looking for accommodation.

“We are delighted to form this conduit between those seeking apartments and aparthotels, and those among our Members who are able to help.

“Our directory of accredited Member operators and agents [StayWithConfidence.com](https://www.staywithconfidence.com) displays the range of accommodation offered by our accredited Members across the country, and both the directory and a special portal on our own website enable users to register their needs so we can link them to Members who have told us their own current availability.”

Foice concludes: “Absolutely nothing is more important to ASAP Members than the welfare and safety of their guests - at any time, but especially during the current crisis. Whether it's accommodating NHS or other keyworkers, or anyone displaced across the country who is forced to make apartments their temporary, primary residence, ASAP Members and the serviced apartment sector are set up, poised and ready to accept this challenge.”

- ENDS -

Further Media information:

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Background

Serviced apartments are ideal for key workers who need the autonomy, safety, security and space that they offer, perfect for anyone needing to self-isolate, or live away from home but still be close to work, offering fully-fitted kitchens with cooking facilities and washing machines.

ASAP: Association of Serviced Apartment Providers – <http://www.theasap.org.uk> - is the not-for-profit trade body dedicated exclusively to the serviced apartment industry. The website offers the route for keyworkers to register their needs and links to our Members' accommodation.

ASAP's directory [Staywithconfidence.com](https://www.staywithconfidence.com), is the world's first directory for the Serviced Apartment sector and has a portal to lead both those looking for accommodation and those offering it to register their needs or availability. These Serviced Apartment Provider and Agent companies listed have all met a minimum standard of ISAAP Compliance and Accreditation giving assurance to the consumer that the required standards of safety, security and duty of care have been met.