



HOW

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CASE STUDY

March 2009

Customer Experience Centre

Client: Miele

Location: Cheadle Royal Business Park



Acting on behalf of Miele and Muse Developments Ltd, HOW Planning has submitted a full detailed planning application to Stockport Metropolitan Borough Council for an 7,891 sq m Experience Centre at Cheadle Royal Business Park.

Details

Miele are the leading domestic appliance and commercial equipment company and the new facility will be the German manufacturer's first base in the North of England, second only in the UK to Miele GB's headquarters operation in Abingdon, Oxford.

The Experience Centre is a multi-purpose facility with offices, training and demonstration areas for use by Miele engineers and the public. Customers will have the opportunity to experience the high quality products and appliances, all of which are displayed under one roof. Products can be purchased through one of Miele's stockists who are located throughout the UK.

The new state-of-the-art Centre will be built by German construction company Goldbeck who are responsible for Miele's extensive network of showrooms throughout Europe. It will include demo areas, fully operational kitchens and training areas for chefs to try out products.