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# PRESS RELEASE

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## Cooking Up A Plan For Miele

**Project:** Miele, Cheadle  
**Client:** Miele / Muse Developments  
**Location:** Cheadle



Acting on behalf of Miele, the leading domestic appliance and commercial equipment company, HOW Planning has secured planning approval from Stockport Borough Council for an 18,000 sq ft Experience Centre at Muse Developments' Cheadle Royal Business Park.

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.

Says Richard Barton, Senior Planner at HOW Planning: "Miele has identified the North West as the preferred location for its new Experience Centre and the application at Cheadle Royal would bring another major international name to Stockport."



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## Continued...

The Experience Centre will offer a state-of-the-art, contemporary office, in addition to a training and demonstration facility for Miele staff, engineers, authorised dealers and end users. It will provide a unique opportunity to experience the high quality products and appliances in a live setting, all of which are displayed under one roof.

Tony Stephens, Director of Facilities at Miele, commented: "Our first experience centre, launched at Miele's UK headquarters in Abingdon, has proved to be extremely successful. We're now looking to build on that success and extend our leading edge dealer training facilities throughout the rest of the UK.

"Cheadle Royal was our undisputed first choice for establishing a strong presence in the North. Its unrivalled amenities and excellent location matched our requirements precisely."

Wes Erlam, Development Surveyor at Muse Developments, added: "To date, Cheadle Royal has developed more than 600,000 sq ft of high quality commercial office space, attracting a raft of high profile, international brands. Miele's choice of Cheadle Royal for its Northern centre demonstrates the park's continued appeal after more than a decade of development."