

# News Release

P102/21e  
13 October 2021

## ScienceXperience opens in Cinderford

- **BASF Metal Recycling Ltd, Cinderford launches ScienceXperience**
- **Councillor Chris Witham opens first on-site interactive science resource**
- **Young students from Parkend Primary School excited to be first visitors**

The team at BASF Metals Recycling Ltd, Cinderford was delighted to welcome Councillor Chris Witham to the launch of the ScienceXperience, an on-site interactive science resource for young students from the local community. BASF UK's Vice President Thomas Birk was also welcomed to the facility and was keen to support the opening of the ScienceXperience at Cinderford, joining in experiments that demonstrated precious metals refining and sound insulation. A plaque was unveiled at the site to commemorate the occasion.

Site Manager, Chris Turner explained how the session worked. "We were excited to invite 30 pupils from Parkend Primary School, provide a site tour and support a series of scientific experiments that demonstrate some of the work we do here at our plant and other sites around the UK. It was great to meet teachers, teaching assistants and students from one of our neighbouring schools and to see how enthusiastic the children were during the visit."

Councillor Witham, Chair Cinderford Town Council, commented, "It was excellent to be at the launch and to see how engaged all the students were. BASF's facility is a real asset to the town and it is great to see young people being encouraged to explore scientific job opportunities right on our door step. I have never visited such

a clean industry facility and the commitment to high standards was evident thorough out the visit.”

Dr Leigh Hoath, Leeds Trinity University, has worked closely with BASF to establish the ScienceXperience programme and commented, “It’s important that the experiments are linked to the national curriculum and are supported with activities designed to explore scientific investigation skills and methods. The ScienceXperience supports teachers and students with ideas for pre- and post-work to ensure that the learning is just as memorable as the visit.”

Chris Turner concluded, “The team here at Cinderford is passionate about inspiring young people into science and I hope by offering this as a resource to local schools we will be able to encourage the next generation of scientists.”

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).