

ST. JAMES MILL

A symbolic view from the window of Norwich Castle. A blue image of rising waters and what the 'Norwich 12' brochure describes as 'the quintessential English Industrial Revolution mill', with all the imperialist history (in this case chocolate), that the weighty declaration seeks to bestow on the burghers of Norwich.

An incomprehensible 65 billion tonnes of raw materials entered the economic system in 2010 alone. The last two centuries of industrial 'revolution' have been dominated by a one-way or linear model of production and consumption, in which goods are manufactured from raw materials, sold, used and then discarded or incinerated as waste.

Perhaps when the mill was built in 1836, this consumption model made sense, but in a world of nine billion people, it is an unfolding disaster. What is needed is a rapid move from a linear model to a circular one that maximises the sustainable use of resources, eliminates waste and benefits both the local economy and the environment. A 'soft power' economy, carbon neutral and resource efficient.

Yet the mantra remains 'grow first, clean up later', as if we were not teetering on the brink of ecological collapse.

The sadness here is that the Jarrold family are amongst the burghers of Norwich who once shaped the economic destiny of the city and could be effecting change in ways their forefathers could not..