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**The self-sufficiency movement and the apocalyptic image in 1970s  
British culture.**

The British self-sufficiency movement remains a hugely under-researched cultural phenomenon. Although its roots lie in diverse earlier groups and philosophies, by the mid-seventies it had coalesced into a movement with identifiable aims, principals and political beliefs. 1975 was the key year: it saw the start of publication of *Practical Self-Sufficiency* magazine and the establishment of The Centre for Alternative Technology in Machynlleth, both of which continue to this day. The movement was also recognisable enough to prove influential in popular culture by 1975 the year saw the first steps of Tom and Barbara Good towards their own suburban self-reliance in *The Good Life*, the evocation of a post-technological world in *The Changes* and the post-pandemic attempts to build self-sufficient communities in *Survivors*, all of them BBC productions.

This paper will argue that the unique millennial rhetoric of the self-sufficiency movement proved a crucial influence on the rise of apocalyptic film and television in the 1970s, offering both a practical vision of survival and a radical approach to temporality that helped reshape the traditional apocalyptic narrative into a form that remains influential today and can still be traced in contemporary debates around climate change. Drawing upon the work of Derrida, Kermode and Ricoeur among others, this paper is based upon original research into the writings of the self-sufficiency movement, interviews with its practitioners and analysis of key television texts.