# Visitors from China and beyond swell queues at Jeremy Clarkson’s Diddly Squat Farm



Large queues are becoming a commonplace sight at Jeremy Clarkson's Diddly Squat Farm, a testament to the considerable transformation the estate has undergone since the launch of his Amazon Prime series, "Clarkson's Farm." Nestled just outside the picturesque village of Chadlington in Chipping Norton, Clarkson has managed to turn his 1,000-acre Cotswold estate into a bustling rural business, much to the delight—and dismay—of local residents.

The farm shop, a hybrid structure of barn and gift shop, is increasingly popular with tourists seeking local produce. Visitors from across the globe, including the US, Canada, Australia, and even as far as South Africa and China, arrive in droves to purchase everything from farm-fresh eggs to humourously branded products like scented candles and "Cow Juice" in glass bottles. The show has also sparked a cultural fascination with Clarkson's antics, with some viewers from China admitting they tune in, as one fan remarked, "because we cannot believe how incompetent you are."

The growing influx of Asian visitors highlights a unique aspect of Clarkson's popularity. For instance, tourists such as Zhng and Celine Chen from Xi'an, China, were drawn to the farm shop not through the show but via the Chinese social media platform, Little Red Book, where they encountered videos showcasing its quirky offerings. "We wanted to come to see the local products," Mr Chen stated, demonstrating how the farm’s appeal extends beyond its television roots. Indeed, over five million views on platforms like Bilibili indicate a substantial interest in the show within the Chinese digital landscape, particularly among urban youth unfamiliar with rural life.

Increased visitor numbers, however, come with their challenges. Clarkson himself has expressed concern over the impact on local infrastructure, notably the narrow roads that have become congested with traffic. The presenter recently took to the pub’s website to urge visitors to avoid narrow village lanes when travelling between Diddly Squat and his pub, The Farmer's Dog, cautioning that diversions often lead to longer travel times. His popularity has put him at odds with local residents, many of whom have voiced frustration over their once-peaceful village being transformed into a popular tourist destination.

The local council’s response has been mixed; Clarkson faces planning disputes related to his business expansions, including proposals to enlarge the car park at The Farmer's Dog to accommodate growing visitor numbers. Yet, these proposals have sparked objections citing potential traffic issues and environmental concerns. The ongoing back-and-forth illustrates the persistent tension between Clarkson's burgeoning business and community interests.

Despite these challenges, many visitors deem their trips to the farm worthwhile. Families from countries like Singapore have explained that Clarkson's humorous take on farming offers insights into British life that they find enlightening. As one visitor noted, "We've learnt about farming and nature... Jeremy Clarkson is so funny and he's shown farming is hard." Such sentiments reveal the series' ability to engage audiences, both domestically and internationally, while simultaneously shedding light on the complexities of rural life.

As the line between celebrity and agrarian life continues to blur at Diddly Squat Farm, it remains clear that what began as a television show has burgeoned into a phenomenon with far-reaching implications—culturally, economically, and socially. While tourists flock to this slice of the Cotswolds, local residents hope their quaint village can sustain its charm amid rising traffic and the demands of a celebrity farmer.

Many predict that Clarkson's foray into farming and the consequent influx of visitors will only increase as the show continues to resonate with new audiences. However, the challenge remains: balancing the excitement of a booming enterprise while maintaining the tranquillity that characterises village life.

### Reference Map

1. From article [[1]](https://www.dailymail.co.uk/news/article-14714773/Jeremy-Clarkson-tourists-China-Diddly-Squat-Farm-Clarksons-Farm.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
2. From article [[2]](https://www.theguardian.com/world/article/2024/may/24/funny-and-kind-of-sad-how-clarksons-farm-has-captured-chinese-viewers)
3. From article [[3]](https://www.homebuilding.co.uk/news/jeremy-clarkson-in-another-planning-battle-with-council-over-his-pubs-car-park)
4. From article [[4]](https://en.wikipedia.org/wiki/Clarkson%27s_Farm)
5. From article [[5]](https://metro.co.uk/2021/08/21/jeremy-clarkson-diddly-squat-farm-shop-attracts-2-5-hour-long-queues-15128464/)
6. From article [[6]](https://metro.co.uk/2024/05/05/jeremy-clarkson-fans-turned-away-diddly-squat-farm-crowds-swarms-20778187/)
7. From article [[7]](https://www.standard.co.uk/showbiz/celebrity-news/jeremy-clarkson-oxfordshire-chipping-norton-top-gear-planning-inspectorate-b1067463.html)

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## Bibliography

1. <https://www.dailymail.co.uk/news/article-14714773/Jeremy-Clarkson-tourists-China-Diddly-Squat-Farm-Clarksons-Farm.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.theguardian.com/world/article/2024/may/24/funny-and-kind-of-sad-how-clarksons-farm-has-captured-chinese-viewers> - This article explores the popularity of 'Clarkson's Farm' among Chinese viewers, highlighting its 9.6 out of 10 rating on Douban and over 5 million views on Bilibili. It discusses how the show resonates with young urbanites unfamiliar with farming, offering insights into rural life and the challenges of agriculture. The piece also touches on the show's appeal to those seeking an escape from urban life, drawing parallels to other rural-themed Chinese media.
3. <https://www.homebuilding.co.uk/news/jeremy-clarkson-in-another-planning-battle-with-council-over-his-pubs-car-park> - Jeremy Clarkson is engaged in a planning dispute with local authorities over expanding the car park at his Cotswolds pub, The Farmer's Dog. The expansion aims to accommodate increasing visitor numbers but faces objections due to concerns about traffic, flood risks, and the impact on a nearby 1,400-year-old Anglo-Saxon burial site. This follows previous planning controversies involving Clarkson's Diddly Squat Farm, highlighting ongoing tensions between Clarkson and local councils.
4. <https://en.wikipedia.org/wiki/Clarkson%27s_Farm> - Clarkson's Farm is a British television documentary series featuring Jeremy Clarkson's attempt to run a 1,000-acre farm in the Cotswolds. Premiering on Amazon Prime Video in 2021, the series has been praised for its authenticity and humor. It has achieved significant viewership, becoming the most-watched Prime Video original series in the UK. The show has also gained international acclaim, with high ratings on platforms like Douban in China.
5. <https://metro.co.uk/2021/08/21/jeremy-clarkson-diddly-squat-farm-shop-attracts-2-5-hour-long-queues-15128464/> - Jeremy Clarkson's Diddly Squat Farm Shop has become a major attraction, with visitors queuing for up to two and a half hours. The shop, located in the village of Chadlington, offers products featured on Clarkson's Amazon Prime series 'Clarkson's Farm.' The influx of tourists has led to increased traffic and some local residents expressing concerns about the impact on the village.
6. <https://metro.co.uk/2024/05/05/jeremy-clarkson-fans-turned-away-diddly-squat-farm-crowds-swarms-20778187/> - Jeremy Clarkson's Diddly Squat Farm experienced overwhelming crowds, with hundreds of fans being turned away due to full parking facilities. The surge in visitors coincided with the release of the third series of 'Clarkson's Farm' on Amazon Prime Video. The popularity of the show has led to significant traffic congestion and challenges in managing the large number of visitors.
7. <https://www.standard.co.uk/showbiz/celebrity-news/jeremy-clarkson-oxfordshire-chipping-norton-top-gear-planning-inspectorate-b1067463.html> - Local residents have defended Jeremy Clarkson's farm shop as a 'crown jewel' of sustainable living during a planning meeting considering expansion plans. Clarkson's proposal to extend the car park to accommodate 70 vehicles faces opposition from West Oxfordshire District Council, citing concerns about increased traffic and environmental impact. The debate highlights the tension between Clarkson's business growth and local community interests.