# Jeremy Clarkson’s Diddly Squat farm shop fuels tourism boom and local tensions in the Cotswolds



# Diddly Squat Farm Shop: The Cult of Clarkson's Cotswold Destination

Nestled in the picturesque village of Chadlington, Diddly Squat Farm Shop has rapidly transformed into one of the most popular tourist attractions in the UK, largely due to its association with former Top Gear host Jeremy Clarkson. Originally featured in the acclaimed Prime Video series *Clarkson’s Farm*, this farm shop has captured the attention of visitors from all corners of the globe. Recently, fans queued for over an hour upon its reopening after a two-month winter hiatus, a testament to its burgeoning popularity, with even visitors arriving from as far away as India.

According to a recent analysis by car rental company SIXT, Diddly Squat Farm Shop was ranked second in a list of the UK's most sought-after farm shops, only behind Chatsworth Farm Shop in Derbyshire. The report highlighted a significant upsurge in interest, with searches for "best farm shops" increasing by 20% in just one week, and a staggering 175% growth in searches for "farm shop near us" over the past year. With the resurgence of warmer weather, it seems more Brits are eager to explore farm-based shopping experiences.

The shop, which operates from Wednesday to Sunday, 9:30 AM to 4:30 PM, offers a wide range of products sourced directly from Clarkson's 1,000-acre farm. Visitors can find items such as Jeremy's Hot Seed Beer Mustard, homemade rapeseed oils, and even the premium Hawkstone beer range. As the anticipated fourth series of *Clarkson's Farm* is set to premiere on May 23, the shop's success appears primed for another summer of long queues and eager patrons.

However, the rising fame of Diddly Squat hasn't been without its complications. Clarkson recently convened a meeting with local residents to address growing concerns regarding the heavy traffic generated by the shop. Residents reported severe congestion during peak visiting hours, leading to traffic jams and frustrations within the village. Although some community members acknowledged the economic benefits brought about by the farm shop, others remain staunchly against it, fearing it disrupts the tranquil Cotswold lifestyle.

Adding to the complexity of Clarkson's engagements in the region, he is currently grappling with local authorities to expand the parking facilities at his nearby pub, The Farmer's Dog. Plans to accommodate rising visitor numbers face significant bureaucratic hurdles due to concerns around traffic overflow and potential environmental impacts—in particular, the risk to a site of historical significance, a 1,400-year-old Anglo-Saxon burial ground.

These ongoing tensions exemplify the dichotomy in sentiment towards Clarkson's ventures: while long-term residents might appreciate the economic stimulus, newcomers to the village often support a quieter lifestyle, thereby intensifying community friction. Clarkson himself has admitted that he has yet to entirely win over the local populace, sharing that the village sentiment is divided along long-standing and newer residents.

In a bid to extend the shop's reach, Diddly Squat recently partnered with Deliveroo HOP to deliver popular products to urban customers in cities like London, Manchester, and Bristol. This move is likely to further amplify the shop's popularity, not just among devotees of Clarkson's work, but also among those seeking high-quality, locally sourced produce without the need to trek to the Cotswolds.

As Diddly Squat Farm Shop continues to evolve, its journey underscores not only the power of celebrity within the realm of agribusiness but also the complex interplay between entrepreneurial ventures and community sentiment. With its vibrant mix of charm, high-quality products, and celebrity association, the farm shop is expected to remain a focal point of interest in the coming months.

## Reference Map:

* Paragraph 1 – [[1]](https://www.oxfordmail.co.uk/news/25143785.jeremy-clarksons-diddly-squat-farm-shop-among-popular/?ref=rss), [[2]](https://www.farminguk.com/news/jeremy-clarkson-reopens-diddly-squat-farm-shop-after-hiatus_66204.html)
* Paragraph 2 – [[1]](https://www.oxfordmail.co.uk/news/25143785.jeremy-clarksons-diddly-squat-farm-shop-among-popular/?ref=rss), [[4]](https://www.homebuilding.co.uk/news/jeremy-clarkson-in-another-planning-battle-with-council-over-his-pubs-car-park)
* Paragraph 3 – [[3]](https://news.sky.com/story/jeremy-clarkson-holds-meeting-with-villagers-about-diddly-squat-farm-shop-amid-concern-over-traffic-12403424), [[5]](https://www.itv.com/news/meridian/2023-01-30/jeremy-clarkson-admits-hes-yet-to-win-over-local-residents-with-his-farm-shop)
* Paragraph 4 – [[4]](https://www.homebuilding.co.uk/news/jeremy-clarkson-in-another-planning-battle-with-council-over-his-pubs-car-park), [[6]](https://www.hellomagazine.com/homes/821082/jeremy-clarkson-major-first-diddly-squat-farm/)
* Paragraph 5 – [[5]](https://www.itv.com/news/meridian/2023-01-30/jeremy-clarkson-admits-hes-yet-to-win-over-local-residents-with-his-farm-shop), [[6]](https://www.hellomagazine.com/homes/821082/jeremy-clarkson-major-first-diddly-squat-farm/)
* Paragraph 6 – [[2]](https://www.farminguk.com/news/jeremy-clarkson-reopens-diddly-squat-farm-shop-after-hiatus_66204.html), [[6]](https://www.hellomagazine.com/homes/821082/jeremy-clarkson-major-first-diddly-squat-farm/)

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## Bibliography

1. <https://www.oxfordmail.co.uk/news/25143785.jeremy-clarksons-diddly-squat-farm-shop-among-popular/?ref=rss> - Please view link - unable to able to access data
2. <https://www.farminguk.com/news/jeremy-clarkson-reopens-diddly-squat-farm-shop-after-hiatus_66204.html> - Jeremy Clarkson reopened Diddly Squat Farm Shop on March 1, 2025, after a two-month winter closure. The shop, located in Chipping Norton, West Oxfordshire, offers produce made on Clarkson's farm. On reopening, fans queued for over an hour to visit. This reopening precedes the launch of the fourth series of 'Clarkson's Farm' on Amazon Prime Video in May. The farm shop has become a tourist attraction, drawing visitors from across the country and beyond. The shop operates from Wednesday to Sunday, 9:30 am to 4:30 pm.
3. <https://news.sky.com/story/jeremy-clarkson-holds-meeting-with-villagers-about-diddly-squat-farm-shop-amid-concern-over-traffic-12403424> - Jeremy Clarkson held a meeting with villagers in Chadlington to address concerns over traffic caused by Diddly Squat Farm Shop. Residents reported large queues outside the shop, leading to traffic jams. Clarkson discussed plans to convert his lambing shed into a restaurant, aiming to control the number of daily visitors. Some villagers supported the idea, while others expressed concerns about increased traffic and its impact on the village. The meeting highlighted the ongoing tension between Clarkson's business ventures and local residents.
4. <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 the car park at his Cotswolds pub, The Farmer's Dog. He seeks permission to expand parking to accommodate rising visitor numbers, but faces objections from West Oxfordshire District and Oxfordshire County Councils. Concerns include increased traffic, flood risks, and impacts on a nearby 1,400-year-old Anglo-Saxon burial site. Clarkson's planning agent argues the work is minimal and falls under permitted development rights, aiming to ease congestion and limit overflow parking at his nearby Diddly Squat Farm.
5. <https://www.itv.com/news/meridian/2023-01-30/jeremy-clarkson-admits-hes-yet-to-win-over-local-residents-with-his-farm-shop> - Jeremy Clarkson admitted he has yet to win over some of his neighbours in Chadlington regarding Diddly Squat Farm and shop. The broadcaster acknowledged that the village is divided, with some residents supporting the farm's presence due to economic benefits, while others oppose it due to increased traffic and crowds. Clarkson noted that the support often comes from long-term residents, while newer arrivals tend to be less receptive. The comments highlight the ongoing tensions between Clarkson's farming ventures and the local community.
6. <https://www.hellomagazine.com/homes/821082/jeremy-clarkson-major-first-diddly-squat-farm/> - Jeremy Clarkson's Diddly Squat Farm Shop has partnered with Deliveroo HOP to offer fans speedy delivery of farm shop favourites in London, Manchester, Bristol, and Brighton. Items available include Jeremy's Hot Seed Beer Mustard, Bee Juice Honey, homemade rapeseed oils, snacks like hand-cut crisps, pork scratchings, and fudge, as well as Clarkson's premium beer range, Hawkstone. The farm shop, which opened in 2020, has become a popular destination for fans of Clarkson's Amazon series 'Clarkson's Farm'.
7. <https://www.hellomagazine.com/homes/816407/jeremy-clarkson-exciting-update-diddly-squat-farm-shop-reopening/> - Jeremy Clarkson announced the reopening of Diddly Squat Farm Shop after its winter closure. The shop, which opened in 2020 and is featured in Clarkson's Amazon series 'Clarkson's Farm', has been closed since December. Fans from around the world have been eager to visit, and the reopening has been met with excitement. The shop offers products made on Clarkson's 1,000-acre farm in the Cotswolds, including items featured in the series. The reopening is part of the lead-up to the launch of the third season of 'Clarkson's Farm'.