# Jeremy Clarkson turns former dogging hotspot into thriving village pub



In a surprising turn of events, Jeremy Clarkson has expanded his rural empire with the acquisition of The Windmill pub in Asthall, Oxfordshire, which he purchased for just under £1 million. The pub, now aptly renamed The Farmer’s Dog, has swiftly become a focal point in Clarkson’s latest venture, featured prominently in the new series of his popular show, Clarkson’s Farm. However, the whimsical name has its roots in an unexpected discovery made by Clarkson regarding the pub's locality—a notable history as a popular dogging site.

Clarkson, well-known for his former role on Top Gear and his candid television persona, found inspiration for the pub's name during a legal review of the purchase documentation. He uncovered that the surrounding Oxfordshire area had a reputation for the risqué activity of doggers, individuals who engage in sexual encounters in public places. This revelation was further emphasised when Clarkson amusingly documented his findings on Instagram, showcasing a pair of women’s knickers found nearby, while noting: “Tell me you bought a pub on a dogging site without telling me you bought a pub on a dogging site.”

In addition to this unexpected backstory, Clarkson’s vision for The Farmer’s Dog extends beyond mere entertainment. The pub is set to serve produce from his own Diddly Squat Farm, including his Hawkstone lager, with an aim to revitalise the local community and bolster support for British farmers. Clarkson’s aspiration to create a traditional village watering hole resonates with many who cherish the local pub culture that has been declining in recent years.

The transformation of The Farmer’s Dog from a scandalous hotspot to a community favourite will be chronicled in Clarkson’s Farm, reflecting his previous experiences of managing the challenge of running a farm. Clarkson's past culinary adventures have certainly not been without their trials. Earlier this year, he candidly revealed the hardships he encountered while free-grazing rare breed pigs, which resulted in distressing losses among the piglets—a hard lesson learned about the demanding nature of animal husbandry.

Despite his good intentions, Clarkson has not been free from planning disputes. Currently, he is navigating a contentious proposal with local authorities to extend the pub’s car park. The concerns raised relate to potential traffic congestion, flood risks, and the proximity to a significant historic site—a 1,400-year-old Anglo-Saxon burial site. Clarkson’s planning agent maintains that the proposed expansion intends merely to alleviate parking issues that have previously plagued his Diddly Squat Farm Shop.

Looking forward, Clarkson's new venture is indicative of a broader desire among individuals to connect with their localities through traditional establishments, particularly in a time when such venues are at risk of fading from the social landscape. With hundreds lining up for the grand opening of The Farmer's Dog, there is hope that it will flourish, offering a charming respite for villagers and visitors alike.

As Clarksons’ Farm continues to capture public imagination, its creator remains a polarising figure; his attempts to blend humour with realities of rural life resonate widely yet invite scrutiny. Regardless of personal perspectives on Clarkson, his relentless spirit of innovation in England's picturesque countryside remains firmly in focus.

## Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/arts-entertainment/tv/news/jeremy-clarkson-pub-clarksons-farm-farmers-dog-b2758382.html), [[2]](https://www.independent.co.uk/arts-entertainment/tv/news/jeremy-clarkson-pub-clarksons-farm-farmers-dog-b2758382.html)
* Paragraph 2 – [[2]](https://www.independent.co.uk/arts-entertainment/tv/news/jeremy-clarkson-pub-clarksons-farm-farmers-dog-b2758382.html), [[3]](https://www.oxfordmail.co.uk/news/24441938.jeremy-clarkson-finds-knickers-new-pub-ex-dogging-site/)
* Paragraph 3 – [[4]](https://www.oxfordmail.co.uk/news/24423082.jeremy-clarkson-buys-cotswolds-pub-former-dogging-hotspot/), [[6]](https://www.theguardian.com/uk-news/article/2024/aug/23/jeremy-clarkson-fans-oxfordshire-pub-the-farmers-dog)
* Paragraph 4 – [[5]](https://www.homebuilding.co.uk/news/jeremy-clarkson-in-another-planning-battle-with-council-over-his-pubs-car-park)
* Paragraph 5 – [[6]](https://www.theguardian.com/uk-news/article/2024/aug/23/jeremy-clarkson-fans-oxfordshire-pub-the-farmers-dog), [[7]](https://www.bbc.co.uk/news/articles/ckg0e520pnro)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/arts-entertainment/tv/news/jeremy-clarkson-pub-clarksons-farm-farmers-dog-b2758382.html> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/arts-entertainment/tv/news/jeremy-clarkson-pub-clarksons-farm-farmers-dog-b2758382.html> - Jeremy Clarkson, known for 'Clarkson's Farm', purchased The Windmill pub in Asthall, Oxfordshire, for £1 million. The pub's name, The Farmer's Dog, was inspired by Clarkson's discovery that the area was a popular dogging site. This revelation is featured in episode four of the latest 'Clarkson's Farm' series, where Clarkson finds evidence of the activity, including discarded underwear in trees. He humorously shared this on Instagram, highlighting the unexpected nature of his purchase. The pub's transformation into a village watering hole is also showcased in the series.
3. <https://www.oxfordmail.co.uk/news/24441938.jeremy-clarkson-finds-knickers-new-pub-ex-dogging-site/> - Jeremy Clarkson, former 'Top Gear' host, discovered discarded underwear in the bushes near his newly acquired pub, The Windmill, in Oxfordshire. This find led him to realise the area was a known dogging hotspot. Clarkson shared this discovery on Instagram, holding up the underwear and commenting on the unexpected nature of his purchase. The pub, now named The Farmer's Dog, is undergoing renovations and is expected to open later this year, aiming to transform the site into a traditional village pub.
4. <https://www.oxfordmail.co.uk/news/24423082.jeremy-clarkson-buys-cotswolds-pub-former-dogging-hotspot/> - Jeremy Clarkson purchased The Windmill pub in the Cotswolds, previously a known dogging site. He paid 'less than £1 million' for the establishment, which is set to undergo significant renovations and will be renamed The Farmer's Dog. Clarkson expressed his desire to own a village pub and plans to serve produce from his own farm, Diddly Squat Farm, and his Hawkstone lager. The pub is expected to open later this year, aiming to revitalise the local community and support British farmers.
5. <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 increasing visitor numbers. Concerns raised include traffic volumes, flood risks, and the impact on a nearby 1,400-year-old Anglo-Saxon burial site. Clarkson's planning agent argues the work is minimal and aims to alleviate congestion and prevent overflow parking, referencing previous issues at his Diddly Squat Farm Shop.
6. <https://www.theguardian.com/uk-news/article/2024/aug/23/jeremy-clarkson-fans-oxfordshire-pub-the-farmers-dog> - Jeremy Clarkson's new pub, The Farmer's Dog, opened in August 2024 in Asthall, Oxfordshire, attracting hundreds of fans. The pub offers produce from Clarkson's Diddly Squat Farm and his Hawkstone brewery. Despite concerns about potential traffic issues, the opening day saw manageable crowds and no major queues. Clarkson expressed his desire to own a village pub and highlighted the importance of supporting British farmers by serving locally sourced produce.
7. <https://www.bbc.co.uk/news/articles/ckg0e520pnro> - Jeremy Clarkson has submitted plans to extend The Farmer's Dog pub in Asthall, Oxfordshire. The proposed extension aims to provide improved toilet facilities and more efficient cellar storage. The application is under consideration by West Oxfordshire District Council. Clarkson has previously faced planning challenges, including the closure of a restaurant on his Diddly Squat farm in 2022. The pub opened to the public in August 2024, with hundreds queuing to be among the first customers.