# Jeremy Clarkson expands Diddly Squat Farm with new pub and planned grain store despite parking row



Jeremy Clarkson, known for his roles in "Top Gear" and "The Grand Tour," continues to cultivate his unique brand of rural life with several new initiatives surrounding his Diddly Squat Farm in the Cotswolds. Since purchasing the 1,000-acre farm in 2008 and taking the helm of its operations in 2019, he has created a narrative that intertwines personal anecdotes with broader themes affecting British agriculture. His popular series "Clarkson's Farm," available on Prime Video, has garnered significant attention for its candid portrayal of the challenges faced by contemporary farmers. Following the release of the fourth season, which premiered in May 2025, Clarkson has confirmed the production of a fifth season, further extending his exploration of farm life.

The latest episodes introduce viewers to new challenges, including Clarkson's pivot into the hospitality sector with his acquisition of The Windmill pub, renamed The Farmer's Dog. This establishment not only serves as a local watering hole but also acts as a retail outlet for farm-produced goods and beer, created under his brand. The public opening in August last year has further solidified Diddly Squat Farm as a tourist destination, drawing visitors keen to experience Clarkson’s rural escapades firsthand. Unfortunately, Clarkson faces challenges in managing the site’s increased popularity, particularly concerning parking space. His application for expanded parking facilities has been mired in controversy, attracting objections from local councils connected to traffic and environmental concerns.

In addition to his television ventures, Clarkson remains committed to documenting his farming experiences through literature. Scheduled for release on October 23, 2025, his upcoming book, "Diddly Squat: The Farmer's Dog," will chronic a variety of stories from the farm, including his ongoing projects with the pub. This publication will mark Clarkson’s fifth installment in a series that has already provided readers with insights into British farming culture and his sometimes humorous misadventures on the land.

Recently, Clarkson’s endeavours have been boosted by practical developments on the farm. After a two-month winter hiatus, the Diddly Squat Farm Shop reopened in March 2025 and has seen a bustling resurgence in patronage, serving locally sourced produce, including freshly harvested vegetables. With the shop becoming a significant tourist attraction, its success exemplifies the potential of agritourism in modern Britain.

Moreover, Clarkson has secured permission from the West Oxfordshire District Council to construct a new grain storage facility, responding to the farm's urgent needs. However, various planning proposals remain contentious; previous applications for a 70-space car park were rejected due to environmental and community impacts. This adds a layer of complexity to Clarkson's farm ventures, as he navigates the balance between expansion and local council regulations.

In conclusion, Jeremy Clarkson’s foray into farming has become not just a personal venture but a focal point for discussions on British agriculture, local business, and the challenges of modern rural life. With renewed episodes of "Clarkson's Farm" and an ever-expanding narrative through books and pub ownership, Clarkson emphasizes the joys and hurdles of rural existence while engaging a broad audience eager to follow his journey.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.oxfordmail.co.uk/news/25217790.jeremy-clarkson-announces-new-venture-clarksons-farm/?ref=rss), [[2]](https://www.whattowatch.com/watching-guides/clarksons-farm-season-4-everything-we-know)
* Paragraph 2 – [[1]](https://www.oxfordmail.co.uk/news/25217790.jeremy-clarkson-announces-new-venture-clarksons-farm/?ref=rss), [[3]](https://www.farminguk.com/news/jeremy-clarkson-reopens-diddly-squat-farm-shop-after-hiatus_66204.html), [[4]](https://www.homebuilding.co.uk/news/jeremy-clarkson-in-another-planning-battle-with-council-over-his-pubs-car-park)
* Paragraph 3 – [[1]](https://www.oxfordmail.co.uk/news/25217790.jeremy-clarkson-announces-new-venture-clarksons-farm/?ref=rss), [[2]](https://www.whattowatch.com/watching-guides/clarksons-farm-season-4-everything-we-know), [[6]](https://www.bbc.com/news/uk-england-oxfordshire-68284213)
* Paragraph 4 – [[3]](https://www.farminguk.com/news/jeremy-clarkson-reopens-diddly-squat-farm-shop-after-hiatus_66204.html), [[5]](https://www.bbc.co.uk/news/articles/cd1k8kd1wrno), [[6]](https://www.bbc.com/news/uk-england-oxfordshire-68284213)
* Paragraph 5 – [[1]](https://www.oxfordmail.co.uk/news/25217790.jeremy-clarkson-announces-new-venture-clarksons-farm/?ref=rss), [[5]](https://www.bbc.co.uk/news/articles/cd1k8kd1wrno), [[6]](https://www.bbc.com/news/uk-england-oxfordshire-68284213)

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## Bibliography

1. <https://www.oxfordmail.co.uk/news/25217790.jeremy-clarkson-announces-new-venture-clarksons-farm/?ref=rss> - Please view link - unable to able to access data
2. <https://www.whattowatch.com/watching-guides/clarksons-farm-season-4-everything-we-know> - This article provides comprehensive details about the fourth season of 'Clarkson's Farm,' including its release date, cast, and storyline. It highlights Jeremy Clarkson's new farming challenges, such as managing Diddly Squat Farm during Kaleb Cooper's nationwide tour and his efforts to purchase a pub to sell farm products and his own beer. The piece also discusses returning cast members and introduces new characters related to the pub business, offering insights into the complexities of British farming.
3. <https://www.farminguk.com/news/jeremy-clarkson-reopens-diddly-squat-farm-shop-after-hiatus_66204.html> - Jeremy Clarkson has reopened his Diddly Squat Farm Shop after a two-month winter closure. The shop, located in Chadlington, Oxfordshire, reopened on 1 March 2025, attracting long queues of fans and customers. The article notes that the reopening coincides with the upcoming fourth series of 'Clarkson's Farm,' set to launch on Amazon Prime Video in May 2025. The farm shop has become a tourist attraction, selling produce made on-site, including vegetables, flour, and water sourced from the farm's spring.
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, which he took over in August 2024. Seeking permission to expand parking to accommodate rising visitor numbers, Clarkson 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 proposed work is minimal and falls under permitted development rights.
5. <https://www.bbc.co.uk/news/articles/cd1k8kd1wrno> - Jeremy Clarkson has applied for planning permission to build a new 36-metre-long agricultural building at Diddly Squat Farm in Oxfordshire. The proposed barn aims to address the farm's 'urgent need' for additional grain storage. Previous development proposals, including a 70-space car park and a restaurant, were rejected by West Oxfordshire District Council. The council will consider the latest application in due course, with Clarkson expressing his enjoyment in owning the farm despite potential profits from selling it.
6. <https://www.bbc.com/news/uk-england-oxfordshire-68284213> - West Oxfordshire District Council has granted permission for a new grain store at Jeremy Clarkson's Diddly Squat Farm. The plans submitted indicated an 'urgent need for additional grain storage.' The council stated that prior approval was not required for the building but must be carried out in accordance with the approved plans. Another plan for food vending units, picnic tables, and parking was also accepted following a successful appeal Clarkson made to the Planning Inspectorate last year.
7. <https://www.farmersguardian.com/news/4123768/jeremy-clarkson-welcomes-baby-piglets-to-diddly-squat-farm> - Jeremy Clarkson has welcomed the arrival of baby piglets at Diddly Squat Farm. The former 'Top Gear' presenter announced the birth of a 'huge amount' of piglets on 24 August 2023. This development follows previous questions about the future of the Amazon Prime series 'Clarkson's Farm,' with Clarkson confirming in June that filming for the series was ongoing and would continue until October. The article highlights Clarkson's ongoing commitment to expanding his farming ventures.