# Oxford Street prepares for full-day pedestrianisation event ahead of ambitious regeneration plans



On Sunday, 21st September 2025, half a mile of Oxford Street, London’s most iconic high street, will be closed to traffic for a landmark event titled 'This is Oxford Street'. The event, running from noon to 8pm, will offer Londoners and visitors a glimpse of what the street could become under proposals to pedestrianise the area. Organised by the Greater London Authority (GLA) and led by Mayor Sir Sadiq Khan, the event aims to showcase a vibrant mix of fashion, food, music, sport, heritage and community activities, reflecting both Oxford Street’s rich history and the Mayor’s vision for a cleaner, greener, and more accessible urban space.

This initiative comes amid growing public and business support for transforming Oxford Street into a pedestrian-friendly zone. A GLA consultation conducted earlier in 2025 revealed that nearly 70% of respondents backed regeneration efforts, with two-thirds specifically supporting pedestrianisation. The street, contributing an estimated £25 billion annually to London’s economy, has faced challenges from the pandemic, shifting shopping habits, and competition from online retail. The Mayor has argued that pedestrianising the main shopping thoroughfare between Orchard Street and Great Portland Street—nearly a mile—will not only improve visitor experience but also foster new leisure opportunities such as al fresco dining and open-air events.

Mayor Khan is moving forward with plans to establish a Mayoral Development Corporation (MDC) dedicated to overseeing the regeneration of Oxford Street. The MDC is expected to be operational by January 2026, following recent support from the London Assembly and ongoing legislative discussions with the government. The creation of this body aims to bring together businesses, local authorities, and national government to deliver a world-class public space that revitalises London’s prime retail district. Major retailers, including Selfridges and John Lewis, alongside business groups like the London Chamber of Commerce and UKHospitality, have publicly welcomed these plans, viewing them as a crucial opportunity to stimulate retail growth and enhance London’s position as a global shopping destination.

The 'This is Oxford Street' event itself is designed with broad appeal. Its components include “This is Style,” celebrating fashion with branded activations and pop-ups; “This is Play,” highlighting sport with activities linked to international partners such as Major League Baseball; “This is Flavour,” showcasing the West End’s vibrant food and drink scene; and “This is Sound,” featuring live music performances from headline artists to intimate acoustic sets. Additionally, community and charity-driven spaces like “This is Love” will focus on wellness and support for vulnerable groups, in collaboration with organisations like Choose Love and Holland & Barrett. The day also offers interactive experiences under “This is Me” and a historical tribute through “This is History.” Importantly, it will preview the Mayor’s bold plans for Oxford Street’s transformation under “This is Future.”

The event follows in the footsteps of successful urban pedestrian transformations seen internationally, such as New York’s Times Square and Barcelona’s La Rambla, which have redefined these areas as world-class, accessible public spaces. However, implementing pedestrianisation in a street heavily used by buses and taxis requires careful planning. The Mayor is developing detailed traffic and highway proposals to accommodate alternative routes, with further public consultations planned later in 2025.

This transformational vision also marks a notable shift in local governance attitudes. Westminster City Council, which previously opposed such initiatives due to concerns around traffic disruption and accessibility, has signalled a more cooperative approach to ensure the redevelopment benefits both residents and visitors.

The forthcoming event and the wider redevelopment plans reflect a strategic response to challenges facing Oxford Street’s retail sector, impacted by the pandemic and the rise of online shopping. By promoting outdoor leisure, enhancing the visitor experience, and investing in infrastructure, the Mayor aims to reposition Oxford Street as a prime shopping and cultural destination, driving economic growth for London and the wider UK economy.

Londoners and tourists are encouraged to participate in ‘This is Oxford Street,’ which not only promises a festive day but offers a tangible glimpse into the future of one of the UK’s most important commercial arteries.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://highways-news.com/oxford-street-to-go-traffic-free/), [[2]](https://www.london.gov.uk/media-centre/mayors-press-release/oxford-street-to-go-traffic-free-to-showcase-transformative-benefits-of-proposals-to-pedestrianise-the-iconic-street), [[6]](https://www.retailgazette.co.uk/blog/2025/09/oxford-street-trial/)
* Paragraph 2 – [[1]](https://highways-news.com/oxford-street-to-go-traffic-free/), [[2]](https://www.london.gov.uk/media-centre/mayors-press-release/oxford-street-to-go-traffic-free-to-showcase-transformative-benefits-of-proposals-to-pedestrianise-the-iconic-street), [[4]](https://www.ft.com/content/5313d5ec-d5e2-4e0c-910f-ca1aa55e7091), [[5]](https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html)
* Paragraph 3 – [[1]](https://highways-news.com/oxford-street-to-go-traffic-free/), [[3]](https://www.reuters.com/business/retail-consumer/londons-oxford-street-go-traffic-free-shopping-area-makeover-says-mayor-2025-06-16/), [[4]](https://www.ft.com/content/5313d5ec-d5e2-4e0c-910f-ca1aa55e7091), [[6]](https://www.retailgazette.co.uk/blog/2025/09/oxford-street-trial/)
* Paragraph 4 – [[1]](https://highways-news.com/oxford-street-to-go-traffic-free/), [[2]](https://www.london.gov.uk/media-centre/mayors-press-release/oxford-street-to-go-traffic-free-to-showcase-transformative-benefits-of-proposals-to-pedestrianise-the-iconic-street), [[5]](https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html), [[6]](https://www.retailgazette.co.uk/blog/2025/09/oxford-street-trial/)
* Paragraph 5 – [[3]](https://www.reuters.com/business/retail-consumer/londons-oxford-street-go-traffic-free-shopping-area-makeover-says-mayor-2025-06-16/), [[4]](https://www.ft.com/content/5313d5ec-d5e2-4e0c-910f-ca1aa55e7091)
* Paragraph 6 – [[4]](https://www.ft.com/content/5313d5ec-d5e2-4e0c-910f-ca1aa55e7091), [[5]](https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html)
* Paragraph 7 – [[1]](https://highways-news.com/oxford-street-to-go-traffic-free/), [[3]](https://www.reuters.com/business/retail-consumer/londons-oxford-street-go-traffic-free-shopping-area-makeover-says-mayor-2025-06-16/), [[4]](https://www.ft.com/content/5313d5ec-d5e2-4e0c-910f-ca1aa55e7091), [[5]](https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html), [[6]](https://www.retailgazette.co.uk/blog/2025/09/oxford-street-trial/)

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## Bibliography

1. <https://highways-news.com/oxford-street-to-go-traffic-free/> - Please view link - unable to able to access data
2. <https://www.london.gov.uk/media-centre/mayors-press-release/oxford-street-to-go-traffic-free-to-showcase-transformative-benefits-of-proposals-to-pedestrianise-the-iconic-street> - On 29 August 2025, the Mayor of London, Sadiq Khan, announced that Oxford Street would be closed to traffic on Sunday, 21 September 2025, from 12pm to 8pm, for a 'This is Oxford Street' event. This initiative aims to showcase the potential benefits of pedestrianising the iconic street, offering Londoners and visitors a glimpse of a traffic-free Oxford Street. The event will feature various themed areas, including fashion, sport, music, food, and heritage, highlighting the Mayor's vision for the future of Oxford Street. The announcement follows a public consultation in June 2025, where nearly 70% of respondents supported the proposed interventions to regenerate Oxford Street, with two-thirds specifically backing the idea of pedestrianisation. The Mayor is also progressing with plans to establish a Mayoral Development Corporation dedicated to regenerating the area, with the goal of making Oxford Street a world-leading urban space for shopping, leisure, and outdoor events. Major businesses in the area have welcomed the plans, aiming to boost retail and drive growth for London and the wider UK economy. Detailed traffic and highway proposals are being developed to pedestrianise the section of road between Orchard Street and Oxford Circus up to Great Portland Street, with consultations expected later this year.
3. <https://www.reuters.com/business/retail-consumer/londons-oxford-street-go-traffic-free-shopping-area-makeover-says-mayor-2025-06-16/> - On 16 June 2025, Reuters reported that London Mayor Sadiq Khan announced plans to pedestrianise Oxford Street, aiming to revitalise the UK's busiest shopping area. The proposal, which has been in development for two decades, received majority support from Londoners and businesses during a recent public consultation. Inspired by successful transformations of Times Square in New York and La Rambla in Barcelona, the initiative seeks to rejuvenate the mile-long stretch into a world-class, accessible hub for shopping, leisure, and outdoor events. Despite challenges such as the closure of major retail stores and the rise of online shopping, the pedestrianisation plan is expected to create a 'beautiful public space,' improve tourism, attract investment, and generate employment. To implement the project, Khan plans to work with the government to pass the necessary legislation and identify alternative routes for the numerous buses currently using the street. The changes are expected to be introduced as swiftly as possible.
4. <https://www.ft.com/content/5313d5ec-d5e2-4e0c-910f-ca1aa55e7091> - On 16 June 2025, the Financial Times reported that London Mayor Sadiq Khan confirmed the progression of plans to pedestrianise Oxford Street, following strong public and business support. According to a consultation conducted by the Greater London Authority between February and May, 66% of 6,642 respondents endorsed the proposal. Major retailers including Selfridges, John Lewis, and Ikea also support the initiative. The plan will see approximately a mile of the roadway pedestrianised, from Orchard Street to Great Portland Street. To implement the transformation, City Hall will establish a Mayoral Development Corporation within the year, collaborating with businesses, local authorities, and national government. The move aims to revitalise the area, which has faced economic challenges from the COVID-19 pandemic and the rise of online shopping. Westminster council, which previously blocked similar initiatives in 2018 due to concerns about traffic and accessibility, now intends to work cooperatively to ensure the redevelopment benefits locals and visitors alike. Business groups, such as the London Chamber of Commerce and UKHospitality, have praised the proposal as a significant opportunity to reinvigorate one of the UK's most important commercial streets.
5. <https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html> - On 5 September 2025, the Evening Standard reported that London Mayor Sadiq Khan announced that Oxford Street would be closed to traffic on Sunday, 21 September 2025, for a landmark 'This is Oxford Street' event. The event aims to showcase the benefits of pedestrianisation, offering a glimpse of what Oxford Street could look like in the future. The street will be free of traffic from Orchard Street to Oxford Circus between midday and 8pm. The event will feature various themed areas, including fashion, sport, music, food, and heritage, highlighting the Mayor's vision for the future of Oxford Street. The announcement follows a public consultation in June 2025, where nearly 70% of respondents supported the proposed interventions to regenerate Oxford Street, with two-thirds specifically backing the idea of pedestrianisation. The Mayor is also progressing with plans to establish a Mayoral Development Corporation dedicated to regenerating the area, with the goal of making Oxford Street a world-leading urban space for shopping, leisure, and outdoor events. Major businesses in the area have welcomed the plans, aiming to boost retail and drive growth for London and the wider UK economy. Detailed traffic and highway proposals are being developed to pedestrianise the section of road between Orchard Street and Oxford Circus up to Great Portland Street, with consultations expected later this year.
6. <https://www.retailgazette.co.uk/blog/2025/09/oxford-street-trial/> - On 1 September 2025, Retail Gazette reported that Oxford Street would be closed to traffic on 21 September 2025, from 12pm to 8pm, for a one-day pedestrianisation trial. The event, titled 'This is Oxford Street,' aims to demonstrate the potential benefits of pedestrianising the wider section of Oxford Street between Oxford Circus and Great Portland Street. The showcase will feature various themed areas, including fashion, sport, music, food, and wellness, highlighting the Mayor's vision for the future of Oxford Street. The announcement follows a public consultation in June 2025, where two-thirds of respondents supported full pedestrianisation, and major retailers have welcomed the plan. The Mayor has begun establishing a Mayoral Development Corporation to oversee the street's regeneration, with detailed traffic and highway proposals to be consulted on later this year.