# London’s Oxford Street to become pedestrian-friendly showcase in new street event



The Mayor of London, Sadiq Khan, is set to transform one of the capital's most iconic thoroughfares with a landmark event designed to showcase a bold vision for Oxford Street’s future. On Sunday 21 September, Oxford Street will be closed to all traffic from Orchard Street to Oxford Circus, between 12pm and 8pm, allowing Londoners and visitors to experience the street in a completely new way. The free event, dubbed ‘This is Oxford Street,’ aims to highlight the Mayor’s ambition to pedestrianise the street and unlock its full potential as a clean, accessible, and vibrant urban space.

This unprecedented initiative will see Oxford Street transformed into a thriving, traffic-free environment featuring a series of themed zones celebrating fashion, sport, music, food, heritage, and more. Attendees can look forward to a diverse programme including live music across three stages with DJs and acoustic acts, interactive activations from major retailers such as Schuh, Topshop, John Lewis, and The Body Shop, as well as art installations and an urban forest. Food and drink from around the world will be available alongside coffee and cocktail bars, creating a lively atmosphere. For families, there will be a Literary Festival for children, poetry and storytelling sessions, face painting, games, and competitions.

The event not only offers entertainment but also serves as a tangible preview of the proposed pedestrianisation of Oxford Street, responding to strong public support. The Greater London Authority’s June 2025 consultation report revealed that nearly 70% of Londoners and businesses supported the regeneration proposals, with two-thirds specifically endorsing the pedestrianisation plans. This reflects a broader consensus that Oxford Street, despite its significant £25 billion annual contribution to London’s economy, has faced challenges in recent years due to the pandemic, the rise of online shopping, and competition from retail parks.

To drive these transformative changes, the Mayor is advancing the establishment of a Mayoral Development Corporation (MDC) dedicated to Oxford Street’s regeneration. After gaining support from the London Assembly, steps are underway to secure government approval for the MDC, expected to be in place by January 2026. This corporation will oversee comprehensive urban improvements aimed at creating a world-class destination for shopping, leisure, and public events.

Emma Strain, Director of Customer at Transport for London, emphasised the ease of access, noting that the area is well served by multiple Tube lines, the Elizabeth line, and local bus routes, encouraging visitors to use the free TfL Go app for travel planning during the event. The closure will include buses and taxis, with alternative routes arranged to minimise disruption.

Noteworthy additions to the 'This is Oxford Street' experience include wellbeing-focused elements such as a wellness village hosted by Holland and Barrett, sports activations featuring basketball and baseball alongside Major League Baseball’s involvement, and a charitable zone run by Choose Love. These diverse attractions underline the event’s aim to not only entertain but also highlight the broader community and cultural benefits of reclaiming the street for pedestrian use.

As London prepares to witness this temporary yet transformative closure, the event promises a glimpse of a greener, safer, and more vibrant Oxford Street — aligned with the Mayor’s vision to reimagine London’s premier high street for the 21st century.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/), [[3]](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.london.gov.uk/media-centre/mayors-press-release/mayor-invites-londoners-to-experience-oxford-street-like-youve-never-seen-it-before-as-street-is-transformed-and-made-traffic-free-for-landmark-event)
* Paragraph 2 – [[1]](https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/), [[2]](https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html), [[3]](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.london.gov.uk/media-centre/mayors-press-release/mayor-invites-londoners-to-experience-oxford-street-like-youve-never-seen-it-before-as-street-is-transformed-and-made-traffic-free-for-landmark-event)
* Paragraph 3 – [[1]](https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/), [[3]](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://news.sky.com/story/oxford-street-to-be-closed-to-traffic-for-one-day-as-plan-to-pedestrianise-draws-closer-13432027)
* Paragraph 4 – [[1]](https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/), [[3]](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)
* Paragraph 5 – [[1]](https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/), [[6]](https://www.london.gov.uk/media-centre/mayors-press-release/mayor-invites-londoners-to-experience-oxford-street-like-youve-never-seen-it-before-as-street-is-transformed-and-made-traffic-free-for-landmark-event), [[5]](https://news.sky.com/story/oxford-street-to-be-closed-to-traffic-for-one-day-as-plan-to-pedestrianise-draws-closer-13432027)
* Paragraph 6 – [[1]](https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/), [[6]](https://www.london.gov.uk/media-centre/mayors-press-release/mayor-invites-londoners-to-experience-oxford-street-like-youve-never-seen-it-before-as-street-is-transformed-and-made-traffic-free-for-landmark-event), [[4]](https://londonist.com/london/news/oxford-street-traffic-free-september-2025), [[7]](https://www.timeout.com/london/news/oxford-street-is-going-completely-car-free-for-one-day-in-september-082925)

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

## Bibliography

1. <https://highways-news.com/londoners-invited-to-experience-oxford-street-like-youve-never-seen-it-before/> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/news/london/oxford-street-traffic-ban-sadiq-khan-one-day-buses-taxis-september-21-b1244944.html> - The Standard reports that Oxford Street will be closed to traffic from Orchard Street to Oxford Circus on Sunday, 21 September, between midday and 8pm. This event aims to showcase a vision of a traffic-free Oxford Street, featuring themed outdoor areas such as 'This is Style' for fashion, 'This is Play' for sport, and 'This is Flavour' for dining. Retailers like Schuh, Topshop, John Lewis, and The Body Shop will host interactive activities, and there will be live music performances and art installations.
3. <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> - London City Hall announces that Oxford Street will be closed to traffic from Orchard Street to Oxford Circus on Sunday, 21 September, for a free event called 'This is Oxford Street'. The event, running from 12pm to 8pm, aims to provide a glimpse of a future pedestrianised Oxford Street, featuring themed areas like fashion, sport, music, food, and heritage. The initiative follows positive public consultation results supporting the Mayor's plans to regenerate and pedestrianise the area.
4. <https://londonist.com/london/news/oxford-street-traffic-free-september-2025> - Londonist reports that Oxford Street will be temporarily car-free on Sunday, 21 September, from 12pm to 8pm, as part of the 'This Is Oxford Street' event. The event will feature pop-ups from brands including Major League Baseball, food and drink stalls, live music performances, a wellness village hosted by Holland and Barrett, and a 'This is Future' area showcasing plans to transform Oxford Street into a pedestrian-friendly destination.
5. <https://news.sky.com/story/oxford-street-to-be-closed-to-traffic-for-one-day-as-plan-to-pedestrianise-draws-closer-13432027> - Sky News reports that Oxford Street will be closed to traffic from Orchard Street to Oxford Circus on Sunday, 21 September, between 12pm and 8pm. The closure includes buses and taxis, with alternative routes provided. The event will feature three stages for musical acts, art installations, an exhibition on the history of Oxford Street, and food and drink from around the world. Retailers like Schuh, Topshop, John Lewis, and The Body Shop will host interactive activities, and Holland and Barrett will curate a wellness area.
6. <https://www.london.gov.uk/media-centre/mayors-press-release/mayor-invites-londoners-to-experience-oxford-street-like-youve-never-seen-it-before-as-street-is-transformed-and-made-traffic-free-for-landmark-event> - London City Hall announces that Oxford Street will be closed to all traffic from Orchard Street to Oxford Circus on Sunday, 21 September, for the 'This is Oxford Street' event. The free event, running from 12pm to 8pm, will showcase a vision of a future pedestrianised Oxford Street, featuring art installations, an urban forest, sports pitches, chill-out zones, live performances, and food and drink from around the world. Retailers like Schuh, Holland and Barrett, Topshop, John Lewis, The Body Shop, the NBA, Major League Baseball, and charitable organisation Choose Love are partnering in the event.
7. <https://www.timeout.com/london/news/oxford-street-is-going-completely-car-free-for-one-day-in-september-082925> - Time Out reports that Oxford Street will be completely car-free on Sunday, 21 September, from 12pm to 8pm, as part of the 'This Is Oxford Street' event. The event will feature street food stalls, coffee pop-ups, showcases from international sporting partners like Major League Baseball, live music performances, a Choose Love charity zone, and a wellness village hosted by Holland and Barrett. The initiative aims to demonstrate the benefits of pedestrianising Oxford Street.