# Oxford Street transforms into vibrant pedestrian zone for major event showcasing future plans



Oxford Street, one of London's most iconic shopping destinations, will be completely closed to traffic for eight hours on Sunday, 21 September 2025, as part of a major event designed to showcase Mayor Sadiq Khan's ambitious plan to pedestrianise the renowned thoroughfare. The ‘This is Oxford Street’ event halts vehicle movement between Selfridges and Oxford Circus from noon until 8 pm, transforming the area into a vibrant, car-free zone filled with activities, performances, and retail experiences.

According to the Mayor’s office, the event aims to give Londoners and visitors a glimpse of what a future pedestrianised Oxford Street might look like, highlighting the benefits of a vehicle-free environment. The closure will make space for live music, art installations, a literary festival, and various booths offering food, drink, and wellness activities. Over 30 participating retailers, including high-profile brands like Schuh, Holland & Barrett, Topshop, John Lewis, and The Body Shop, will offer special deals and vouchers throughout the day.

The street will be divided into themed zones to celebrate different facets of the city's culture and heritage. These zones include ‘This is Style’, showcasing fashion pop-ups from prominent labels; ‘This is Play’, offering sports-themed activities in partnership with international organisations like Major League Baseball and the NBA; and ‘This is Flavour’, featuring the West End’s dining scene with specialty food and drink stalls. There is also ‘This is Sound’, a multi-stage live music area with performances throughout the afternoon and evening, and ‘This is Love’, a charity and community-led space including wellness offerings. Other sections like ‘This is History’ honour the street’s heritage, while ‘This is Future’ provides a vision for what Oxford Street could become, and ‘This is Me’ offers interactive selfie spots and family-friendly activities.

Transport for London (TfL) has urged people attending the event to use public transport, cycle, or walk, highlighting that several nearby Tube stations—including Oxford Circus, Tottenham Court Road, Bond Street, and Marble Arch—are expected to be particularly busy. To alleviate congestion, TfL suggests using the Elizabeth line services to Bond Street or Tottenham Court Road for a smoother journey. Several bus routes that normally travel along Oxford Street will be rerouted via adjacent streets, with some services temporarily terminating early during the event. The road closures will commence the night before the event at 9 pm on Saturday, 20 September, and remain in effect until 4 am on Monday, 22 September.

Mayor Sadiq Khan has described the occasion as a “landmark, free event open for everyone,” revealing it as a key step in his wider strategy to reimagine Oxford Street as a cleaner, more accessible, and pedestrian-friendly environment. This initiative is part of the Mayor’s larger vision for a “traffic-free” London, aiming to improve air quality, reduce congestion, and boost the economic vitality of local businesses.

Independent analysis and city planning views suggest that pedestrianisation could enhance Oxford Street's appeal by creating a safer, more enjoyable atmosphere for shoppers and visitors while supporting sustainable urban living. However, the transition has also generated debate about the impact on transport logistics and traffic displacement in surrounding areas. The event represents a critical trial days before decisions about the permanent pedestrianisation plan are expected later this year.

The ‘This is Oxford Street’ event is therefore more than a one-day festivity; it is a tangible preview of a potential future where London's premier shopping street prioritises people over vehicles, blending commerce, culture, and community in a hub of innovation and sustainability.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2111265/oxford-street-london-completely-shut-free-day-event), [[4]](https://news.sky.com/story/oxford-street-to-be-closed-to-traffic-for-one-day-as-plan-to-pedestrianise-draws-closer-13432027), [[6]](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 2 – [[1]](https://www.express.co.uk/news/uk/2111265/oxford-street-london-completely-shut-free-day-event), [[3]](https://www.oxfordstreet.co.uk/whats-happening/this-is-oxford-street-event-faqs/), [[5]](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), [[6]](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 3 – [[1]](https://www.express.co.uk/news/uk/2111265/oxford-street-london-completely-shut-free-day-event), [[2]](https://www.oxfordstreet.co.uk/ufaq/when-will-the-road-closures-be-in-effect/), [[7]](https://www.gbnews.com/lifestyle/cars/sadiq-khan-ban-cars-oxford-street-london-2673940210)
* Paragraph 4 – [[1]](https://www.express.co.uk/news/uk/2111265/oxford-street-london-completely-shut-free-day-event), [[4]](https://news.sky.com/story/oxford-street-to-be-closed-to-traffic-for-one-day-as-plan-to-pedestrianise-draws-closer-13432027), [[5]](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), [[6]](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), [[7]](https://www.gbnews.com/lifestyle/cars/sadiq-khan-ban-cars-oxford-street-london-2673940210)

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

## Bibliography

1. <https://www.express.co.uk/news/uk/2111265/oxford-street-london-completely-shut-free-day-event> - Please view link - unable to able to access data
2. <https://www.oxfordstreet.co.uk/ufaq/when-will-the-road-closures-be-in-effect/> - This page provides detailed information about the road closures for the 'This is Oxford Street' event on Sunday, 21 September 2025. It outlines the schedule for the event, including the start and end times of the road closures, as well as the delivery access window for businesses and residents. The event is set to commence on Saturday, 20 September at 21:00 hrs, with road closures in effect on Sunday, 21 September from 12:00 to 20:00 hrs, and concluding on Monday, 22 September at 04:00 hrs. The page also offers contact information for any concerns related to the event.
3. <https://www.oxfordstreet.co.uk/whats-happening/this-is-oxford-street-event-faqs/> - This FAQ page provides comprehensive details about the 'This is Oxford Street' event scheduled for Sunday, 21 September 2025. It covers various aspects of the event, including its purpose, schedule, location, and the types of activities attendees can expect. The event will feature fashion pop-ups, art installations, live performances, food and drink stalls, and more. The page also addresses practical considerations such as transportation options, accessibility, and safety measures to ensure a smooth experience for all visitors.
4. <https://news.sky.com/story/oxford-street-to-be-closed-to-traffic-for-one-day-as-plan-to-pedestrianise-draws-closer-13432027> - This article discusses the 'This Is Oxford Street' event, a one-day closure of Oxford Street to traffic, aimed at showcasing the potential benefits of pedestrianisation. The event is part of Mayor Sadiq Khan's plans to transform Oxford Street into a vehicle-free zone. The article provides details about the event's schedule, activities, and the long-term vision for Oxford Street's transformation. It also highlights the support for the pedestrianisation plan and the expected positive impact on London's economy and environment.
5. <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> - This press release from the Mayor of London invites Londoners and visitors to experience Oxford Street in a new way during the 'This is Oxford Street' event on Sunday, 21 September 2025. The event will transform Oxford Street into a traffic-free zone, featuring art installations, live performances, food and drink from around the world, and more. The release emphasizes the event's role in showcasing the potential future of Oxford Street as a pedestrian-friendly space and highlights the support for the Mayor's plans to regenerate the area.
6. <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> - This press release announces that Oxford Street will be closed to traffic on Sunday, 21 September 2025, for the 'This is Oxford Street' event. The event aims to showcase the potential benefits of pedestrianisation, including improved air quality, increased footfall for local businesses, and a more pleasant environment for shoppers. The release details the event's schedule, activities, and the Mayor's commitment to transforming Oxford Street into a world-class, accessible, and clean space for everyone.
7. <https://www.gbnews.com/lifestyle/cars/sadiq-khan-ban-cars-oxford-street-london-2673940210> - This article reports on Mayor Sadiq Khan's decision to ban all vehicles from Oxford Street on Sunday, 21 September 2025, as part of a trial to support a 'traffic-free' city. The ban will affect all vehicles, including cars, buses, and taxis, and is intended to showcase the potential of pedestrianising the area. The article provides details about the event's schedule, the Mayor's vision for Oxford Street, and the expected impact on traffic and local businesses.