

MAYOR OF LONDON

This is Oxford Street - Event Report

October 2025

Oxford Street, the UK's most iconic high street, has faced significant challenges in recent years, from the pandemic to the rapid rise of online shopping and long-term shifts in retail habits.

Urgent action is now being taken to reimagine its future and secure its place as a vibrant, world-class destination.

The Mayor of London is advancing proposals to pedestrianise Oxford Street. The next stage of this process is a consultation on detailed highways and traffic design proposals in November, following an earlier public consultation that closed in May 2025 and received over 6,000 responses, demonstrating strong support from both the public and businesses.

Of those who expressed a view, almost **seven in 10**¹ backed the creation of a Mayoral Development Corporation (MDC), and **two in three**² supported full pedestrianisation.

Event overview

To showcase what a reimaged Oxford Street could offer, the street went traffic-free for one day on 21 September 2025. From Regent Street to Orchard Street, visitors experienced London's most famous high street transformed, a celebration of food, culture, sport, and entertainment.

Highlights included:

- Live music, art, and performances
- Street food and pop-up dining
- Independent stalls and flagship brand activations
- Interactive games and family activities

The event proved the appetite for change. Londoners, families, and visitors alike enjoyed the day, spending was up, and the impact on surrounding traffic was minimal. The results underline a clear message: pedestrianisation has the power to unlock Oxford Street's full potential.

Methodology

¹ Oxford Street Transformation – consultation report June 2025

² Oxford Street Transformation – consultation report June 2025

A combination of qualitative and quantitative research methods was used to evaluate the impact of This is Oxford Street.

We commissioned Walnut Unlimited to test sentiment on the day to gauge people's excitement about the event and the pedestrianised space.

- They conducted 281 interviews on Oxford Street on Sunday 21st September 2025 12pm-8pm
- 278 were face to face interviews, and 3 self-completed the survey using a QR code
- All participants were aged 18 or over.

The survey explored visitor sentiment, experience of a traffic free street, perceptions of safety, and enjoyment.

Footfall and behavioural data:

New West End Company (NVEC) cameras were used to track pedestrian movement across the event footprint, enabling comparisons with the previous week and the same period last year.

NVEC member surveys were conducted with some participating businesses and those operating in the surrounding area to assess trading performance, in-store footfall, sales during the event and the willingness to participate in future.

Transport for London (TfL) tap-in data from nearby Underground stations (Marble Arch, Bond Street, and Oxford Circus) provided an additional measure of visitor volume and travel behaviour.

This approach helped to provide an evidence-based assessment of how the event performed across attendance, visitor sentiment, and economic impact.

Assessing the impact of a traffic-free day

This is Oxford Street wanted to show the opportunities to create a space in the West End where people could come and spend time with family, shop, eat, dance and enjoy central London on the nations favourite high street. And it did.

The event was a success and transformed the visit to the street into a more positive and enjoyable experience that brought people together. Attendees want to see more events like this.

Attendees particularly liked how the physical space was utilised, with mentions of an improved environment and additional space to walk being the most liked aspects.

Footfall and spend



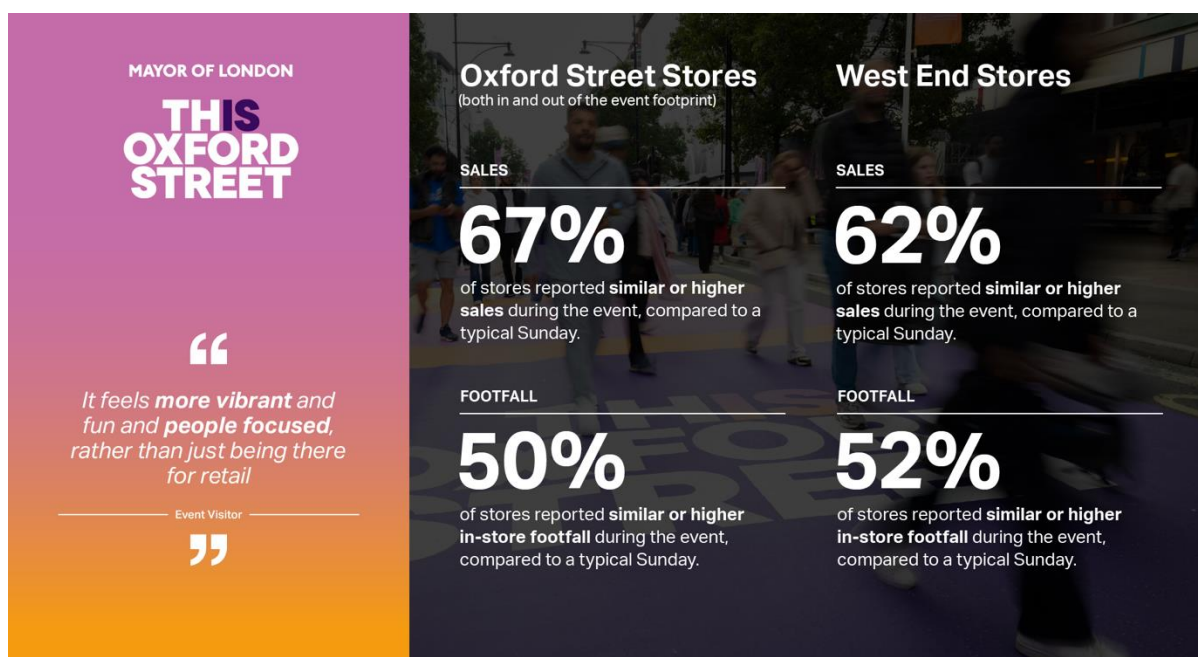
It's estimated there was a 45%³, per cent increase in footfall on the day, based on the pedestrian flow tracked by NWECC's cameras.

Footfall counts (including the event footprint and key entry points)⁴:

- Compared to an equivalent day last year - 38% uplift
- Compared to Sunday the week before - 45% uplift

Attendees said:

*"It feels **more vibrant** and fun and **people focused**, rather than just being there for retail" ⁵*



Of those businesses who were surveyed by NWECC⁶:

- 62% of stores in the West End reported similar or higher sales during the event, compared to a typical Sunday.

³ NWECC CCTV cameras

⁴ NWECC CCTV cameras

⁵ Walnut Unlimited survey commissioned by GLA

⁶ NWECC member survey 21 total anonymous respondents, 12 on Oxford Street, 6 on Oxford Street within event footprint, 6 on Oxford Street who participated in the event, 5 on Regent Street, 4 on Bond Street

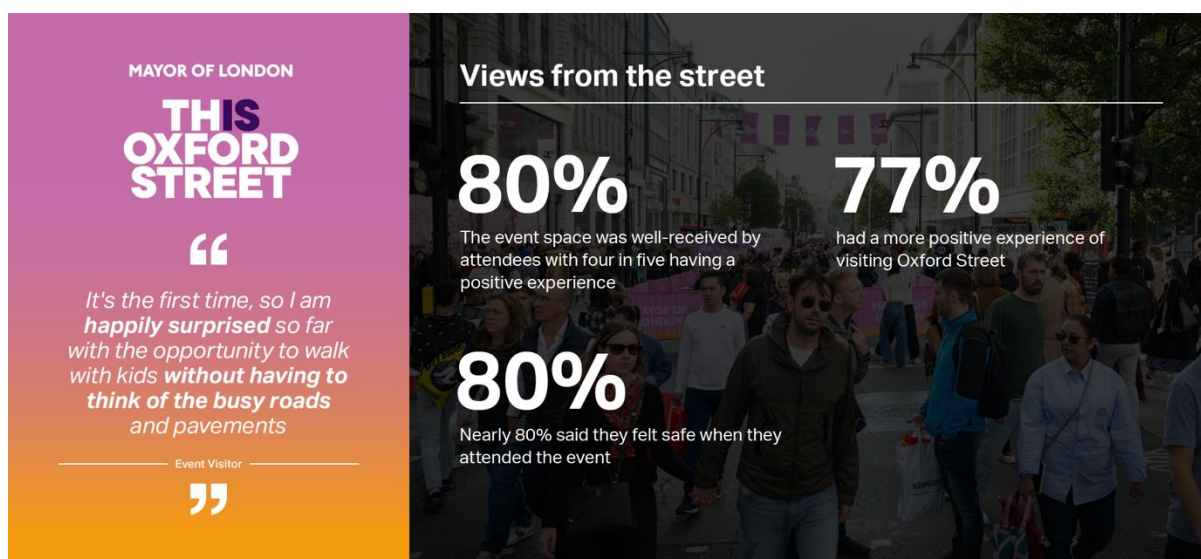
- 67% of stores on Oxford Street (both in and out of the event footprint) reported similar or higher sales during the event, compared to a typical Sunday.
- 52% of stores in the West End reported similar or higher in-store footfall during the event, compared to a typical Sunday.
- 50% of stores on Oxford Street (both in and out of the event footprint) reported similar or higher in-store footfall during the event, compared to a typical Sunday.

The results show that a majority of retailers, particularly on Oxford Street reported maintaining or even improving the sales during This is Oxford Street.

Views from the street

The changes made to the physical space were particularly liked, with over half of those surveyed on the street specifically liking increased pedestrian space.

*“It's the first time, so I am **happily surprised** so far with the opportunity to walk with kids **without having to think of the busy roads and pavements**”⁷*



- 77% had a more positive experience of visiting Oxford Street
- The event space was well-received by attendees with four in five having a positive experience
- Nearly 80% said they felt safe when they attended the event⁸

Following This is Oxford Street, there is strong demand for future similar events:

- Attendees appreciated the fun, interactive and community-focused atmosphere

⁷ Walnut Unlimited survey commissioned by GLA

⁸ Walnut Unlimited survey commissioned by GLA

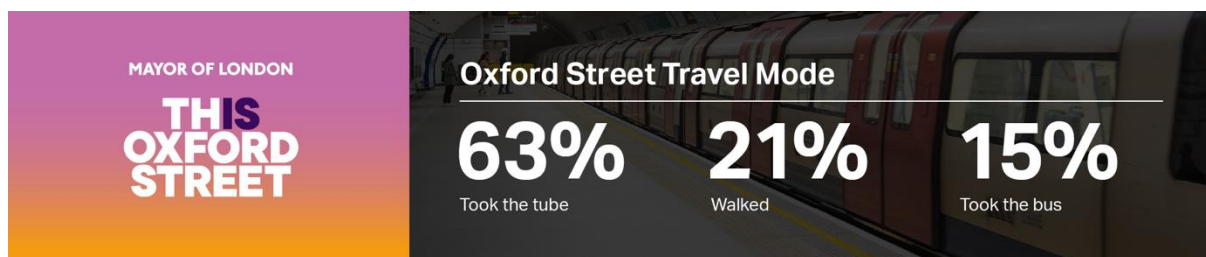
- Further live music, street performances and pop-ups were suggested as events

Attendees would like to see Oxford Street have more green spaces, with improved street planning:

- Many mention they appreciate the pedestrianisation and reduced traffic of the event
- Wheelchair users would appreciate more ramps on the streets for ease of access
- Additional seating options and places to relax are also mentioned⁹

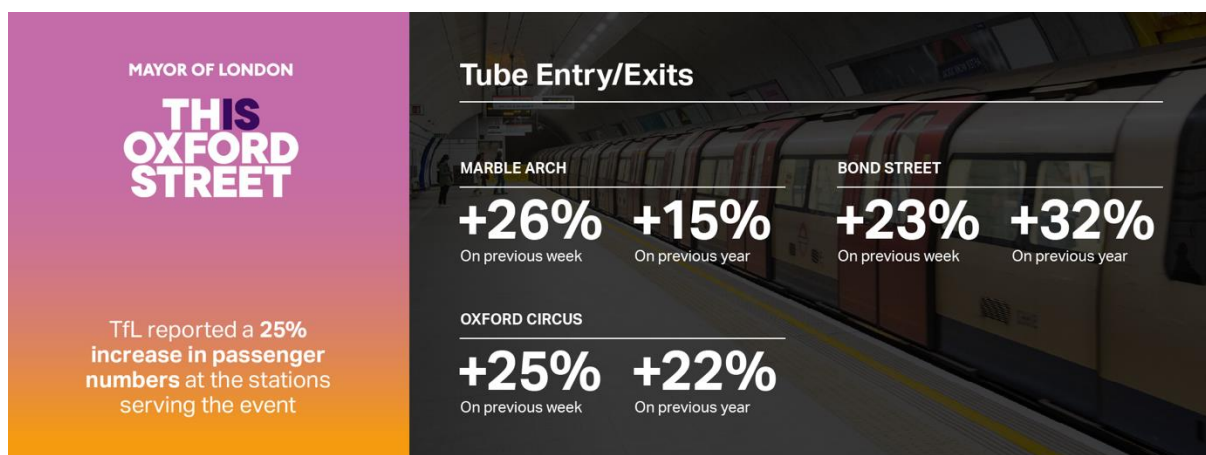
Traffic Data

Transport for London Data showed that the number of passengers using stations serving Oxford Street - Marble Arch, Bond Street and Oxford Circus - soared by a quarter compared to the previous Sunday, and Transport for London found the event had minimal impact on road traffic.



- 63% of those surveyed stated they took the tube to get to the event and 21% walked, vs 15% taking the bus. ¹⁰

The tube saw a 25% increase in passenger numbers at the stations serving the event.



⁹ Walnut Unlimited Survey Commissioned by GLA

¹⁰ Transport for London data

Bus passenger numbers through the area were slightly lower than usual Sunday passenger numbers.

The numbers for bus passengers are lower than usual for routes, which is the case whenever a diversion happens.

Conclusion

This is Oxford Street successfully demonstrated the potential of a pedestrianised Oxford Street. The event delivered a vibrant, safe, and inclusive experience for visitors, supported retailers and showed a glimpse of what Oxford Street could look like, traffic free, driving people to the area using the tube and spending more time on the street.

The findings send a clear message: pedestrianisation can unlock Oxford Street's full potential, breathe life into the area creating a new beginning for the UK's most famous high street.