

## Retail expert comments on plans to pedestrianise Oxford Street

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Following the news that plans to pedestrianise Oxford Street are progressing, Jenni Matthews, Senior Brand, PR & Content Manager (EMEA) at retail experts [MRI Software](#) has shared her comments on the impact this will have on the industry.

Jenni said: “It’s great to see Oxford Street’s pedestrianisation plans coming to life. Creating a more walkable, welcoming environment could be a real turning point, not just for the area itself, but for the future of retail in London. We already understand – from cities like New York – that making space for people, rather than traffic, can drive footfall, extend dwell time, and overall drive stronger retail performance.

For retailers, this is a fantastic opportunity to re-engage shoppers with experiences that go beyond the transaction. A pedestrianised Oxford Street opens the door to more pop-ups, events, and activations that draw people in and keep them coming back. However, there does need to be careful consideration about how this will be managed in terms of access, logistics, and inclusivity, but if done right, it could reshape Oxford Street into a thriving, all day retail destination, and set the tone for high street transformation across the UK.”