

Oxford Street

Very Important Pedestrians Day

CLIENT	TRANSPORT FOR LONDON
LOCATION	LONDON
YEAR	2006

On the 2nd December 2006, Oxford Street hosted London's biggest ever traffic-free event, with Oxford Street and Regent Street closed to all vehicular traffic. The event attracted almost 1 million people to the area to enjoy the traffic-free shopping environment.

The temporary pedestrianisation of the area led to the event being called VIP Day - Very Important Pedestrians. This unique event provided a rare opportunity to study pedestrian behaviour along Oxford Street in a pedestrianised environment, and to collect evidence which may be invaluable in any future development of the area.

Transport for London commissioned Intelligent Space to conduct a study of the key pedestrian movement issues arising out of the day. Pedestrian flow surveys were used to support an analysis of key issues pertaining to the event. Peak flows in excess of 35,000 pedestrians per hour were witnessed at the centre of the zone, at Oxford Circus.

Peak flows on VIP Day compared with other London streets

