

YOU ARE PERSONALLY INVITED



In partnership with hosts:



Venue:

London Fire Brigade Headquarters,
169 Union Street, London SE1 0LL

Time:

09:30 - 16:00

Organised by **London Fire Brigade** in conjunction with the **Asian Fire Service Association (AFSA)**, this full-day event marks **South Asian Heritage Month (SAHM)** - a national celebration of the history, culture, and contributions of South Asian communities in the UK.

This year's theme **'Roots to Routes'**

Which invites us to honour the stories we carry: from ancestral roots to personal journeys, and the impact they have on our identity, work, and community.

What is South Asian Heritage Month?

SAHM runs from 18 July to 17 August every year and celebrates the cultures, histories, and lived experiences of people with roots in South Asian countries including India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, and the Maldives.

The aim?

To explore identity, build connection, and celebrate the legacy and influence of South Asian communities in the UK today.

Book Your FREE Place - Spaces Are Limited

To reserve your place, please email:
Subject line: South Asian Heritage Month Booking

afsafirs@yahoo.co.uk



2025

London, Camden South Asian Heritage celebrations.



WHAT TO EXPECT ON THE DAY



Inspiring Speakers

Hear powerful personal reflections from London Fire Brigade colleagues and invited guests of South Asian heritage. Speakers will share their journeys and contributions to the Brigade – from frontline operations to leadership, inclusion, and community engagement.



South Asian Food

Enjoy a delicious lunch and refreshments inspired by South Asian cuisines – celebrating the flavours, traditions, and hospitality of the region.



Music & Culture

Experience a curated mix of music and cultural moments – a space to relax, connect, and celebrate together.

WHY ATTEND?

Whether you identify as South Asian or simply want to learn more about your colleagues' stories and heritage, this event is for everyone. It's a chance to connect across differences, honour shared values, and be part of a more inclusive and culturally aware service.

Let's honour our roots, celebrate our routes, and build stronger connections across the Brigade.

#RootsToRoutes | #SouthAsianHeritageMonth | #LFBStories | #AFSA

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