# Major fire at Forest Hill shop and flats prompts night-long rescue operation



Around 100 firefighters and 15 fire engines have been engaged in battling a major blaze that broke out at a shop with residential flats above in Perry Vale, Forest Hill, south-east London. The fire began around 6.30 pm on Thursday and had been burning for more than three hours at the time of reports, affecting the ground, first, and second floors of the building, as well as a single-storey workshop at the rear.

The property involved includes a ground-floor shop known as Finches Emporium, a ski and snowboard store, and several flats above. Eyewitness videos and images shared on social media captured tall, bright flames and significant smoke billowing from the site, raising serious concerns for nearby residents. Consequently, around 15 people were evacuated from the surrounding buildings as a precaution. Fortunately, no injuries have been reported. The exact cause of the fire remains unknown and is under investigation.

The London Fire Brigade (LFB) has described the incident as protracted, with crews working through the night to fully extinguish the flames. A 32-metre turntable ladder was deployed to assist in tackling the fire from above, acting as a water tower to reach the upper levels. Fire service officials have urged local residents to keep windows and doors closed to minimise smoke inhalation risks.

Significant disruption is expected in the Forest Hill area due to the fire. Authorities have established a 25-metre cordon around the site and advised the public to avoid the vicinity. Traffic disruption is anticipated on key routes, including the A205 South Circular Road. Additionally, rail services via Forest Hill station are being affected as a result of the ongoing emergency response.

Station Commander Anthony Lewis emphasised the length and scale of the operation, noting that crews would be working through the night to bring the fire under control. The London Fire Brigade continues to monitor the situation closely, coordinating with local authorities to manage the impact on transport and community safety.

This incident highlights the challenges faced by emergency services when commercial premises with residential units above are involved in significant fires. The swift response and evacuation efforts contributed to avoiding injuries, underscoring the importance of prompt action in such emergencies.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/news/uk/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-F4XFX437LVNJTLZBDNLD56OJQM/), [[2]](https://www.gbnews.com/news/forest-hill-london-fire-shop-engulfed-flames), [[3]](https://www.standard.co.uk/news/uk/london-fire-brigade-london-forest-hill-b1253392.html), [[4]](https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/)
* Paragraph 2 – [[1]](https://www.irishnews.com/news/uk/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-F4XFX437LVNJTLZBDNLD56OJQM/), [[3]](https://www.standard.co.uk/news/uk/london-fire-brigade-london-forest-hill-b1253392.html), [[4]](https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/)
* Paragraph 3 – [[1]](https://www.irishnews.com/news/uk/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-F4XFX437LVNJTLZBDNLD56OJQM/), [[2]](https://www.gbnews.com/news/forest-hill-london-fire-shop-engulfed-flames), [[4]](https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/), [[5]](https://www.gbnews.com/news/forest-hill-london-fire-shop-engulfed-flames), [[6]](https://www.standard.co.uk/news/uk/london-fire-brigade-london-forest-hill-b1253392.html), [[7]](https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/)
* Paragraph 4 – [[1]](https://www.irishnews.com/news/uk/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-F4XFX437LVNJTLZBDNLD56OJQM/), [[3]](https://www.standard.co.uk/news/uk/london-fire-brigade-london-forest-hill-b1253392.html), [[4]](https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/)
* Paragraph 5 – [[1]](https://www.irishnews.com/news/uk/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-F4XFX437LVNJTLZBDNLD56OJQM/)

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

## Bibliography

1. <https://www.irishnews.com/news/uk/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-F4XFX437LVNJTLZBDNLD56OJQM/> - Please view link - unable to able to access data
2. <https://www.gbnews.com/news/forest-hill-london-fire-shop-engulfed-flames> - A major fire erupted at a shop in Perry Vale, Forest Hill, London, on 16 October 2025, prompting a response from approximately 100 firefighters. The blaze began around 6:30 pm, leading to the evacuation of nearby residents and the establishment of a 25-metre safety cordon. Authorities advised locals to keep windows and doors closed due to smoke, and significant traffic disruptions were anticipated in the area. The cause of the fire was under investigation, with no injuries reported. A 32-metre turntable ladder was deployed to assist in extinguishing the fire from above.
3. <https://www.standard.co.uk/news/uk/london-fire-brigade-london-forest-hill-b1253392.html> - On 16 October 2025, around 100 firefighters and 15 fire engines responded to a significant blaze at a shop and flats in Perry Vale, Forest Hill, London. The fire, which had been burning for over three hours, involved a ground-floor shop with residential flats above. Eyewitness videos showed tall flames and billowing smoke. Approximately 15 people were evacuated from surrounding buildings, with no injuries reported. The cause of the fire was unknown, and a 25-metre cordon was established, with authorities advising the public to avoid the area due to expected traffic disruptions.
4. <https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/> - A large-scale fire broke out at a shop and flats in Perry Vale, Forest Hill, London, on 16 October 2025. Approximately 100 firefighters and 15 fire engines were dispatched to the scene, where crews battled the flames for over three hours. The property comprised a ground-floor shop and residential flats above. Eyewitness videos captured tall flames and billowing smoke. Around 15 people were evacuated from surrounding buildings, with no injuries reported. The cause of the fire was unknown, and a 25-metre cordon was established, with authorities advising the public to avoid the area due to expected traffic disruptions.
5. <https://www.gbnews.com/news/forest-hill-london-fire-shop-engulfed-flames> - A major fire erupted at a shop in Perry Vale, Forest Hill, London, on 16 October 2025, prompting a response from approximately 100 firefighters. The blaze began around 6:30 pm, leading to the evacuation of nearby residents and the establishment of a 25-metre safety cordon. Authorities advised locals to keep windows and doors closed due to smoke, and significant traffic disruptions were anticipated in the area. The cause of the fire was under investigation, with no injuries reported. A 32-metre turntable ladder was deployed to assist in extinguishing the fire from above.
6. <https://www.standard.co.uk/news/uk/london-fire-brigade-london-forest-hill-b1253392.html> - On 16 October 2025, around 100 firefighters and 15 fire engines responded to a significant blaze at a shop and flats in Perry Vale, Forest Hill, London. The fire, which had been burning for over three hours, involved a ground-floor shop with residential flats above. Eyewitness videos showed tall flames and billowing smoke. Approximately 15 people were evacuated from surrounding buildings, with no injuries reported. The cause of the fire was unknown, and a 25-metre cordon was established, with authorities advising the public to avoid the area due to expected traffic disruptions.
7. <https://www.rutland-times.co.uk/national/firefighters-battle-blaze-at-shop-and-flats-with-people-evacuated-nearby-157041/> - A large-scale fire broke out at a shop and flats in Perry Vale, Forest Hill, London, on 16 October 2025. Approximately 100 firefighters and 15 fire engines were dispatched to the scene, where crews battled the flames for over three hours. The property comprised a ground-floor shop and residential flats above. Eyewitness videos captured tall flames and billowing smoke. Around 15 people were evacuated from surrounding buildings, with no injuries reported. The cause of the fire was unknown, and a 25-metre cordon was established, with authorities advising the public to avoid the area due to expected traffic disruptions.