

2026 - OUR MOST SUCCESSFUL YEAR YET

What a year. Together, we have championed Somerset with more passion, purpose and pride than ever before.

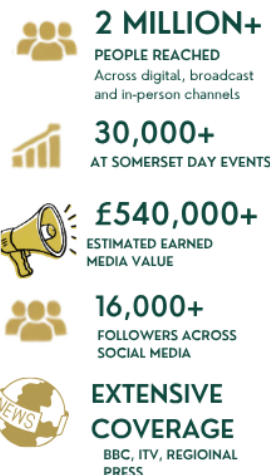
From record audiences and national recognition, to inspiring young people and shining a light on the incredible talent across our county, 2026 has shown that we can achieve when we work together.

Thank you for your continued belief in our mission and for making Somerset an even better place to live, work and grow.

Nigel Muers-Raby
CEO
Passion for Somerset CIC



2026 AT A GLANCE



2026 HIGHLIGHTS

STILL TO COME



SOMERSET DAY

A county united in pride



THE SOMERSET DRAGON

Our story, our symbol



PRIDE OF SOMERSET YOUTH AWARDS

Celebrating tomorrow's leaders



UNLOCKING SOMERSET TALENT 2026

29th September 2026



Somerset Day 2026 was our biggest celebration yet.

Communities across the county came together to celebrate everything that makes Somerset special through festivals, picnics, music, schools, businesses and community events.

Our digital campaign generated record engagement across social media, while extensive regional and national media coverage helped showcase Somerset to audiences far beyond our county boundaries.

Highlights
Thousands of people participated in Somerset Day activities. Hundreds of organisations, businesses and community groups became involved.
Social media audiences reached record levels.
Strong support from communities, schools, businesses and individuals

Most importantly, Somerset Day continues to create a stronger sense of pride in our county while encouraging visitors, investment and community participation.



A New Symbol for Somerset - Dunkery the Dragon

One of the year's most exciting projects has been the journey of the Somerset Dragon.

Following widespread public engagement, communities across Somerset helped shape the story of our county's newest ambassador before taking part in the public naming campaign.

The response exceeded all expectations.

The Dragon has become a powerful symbol of Somerset pride, capturing imaginations wherever it appears and generating enormous interest across traditional and social media.

During appearances throughout the county, thousands of people have met the Dragon, creating unforgettable memories for families, schools and visitors alike.

The Dragon will continue its journey across Somerset throughout the coming year, helping tell the story of our remarkable county.



Celebrating Inspirational Young People

The Pride of Somerset Youth Awards once again demonstrated the extraordinary talent, kindness and determination of young people across Somerset.

This year's awards attracted our largest number of nominations to date, recognising remarkable achievements in volunteering, education, entrepreneurship, sport, creativity, environmental action and community leadership.

The Awards celebration brought together businesses, education providers, civic leaders, families and communities to celebrate the young people shaping Somerset's future.

The Impact
Record number of nominations
Outstanding attendance from across Somerset
Extensive regional media coverage
Significant online audience engagement
New partnerships supporting future opportunities for young people

The Awards continue to reinforce one simple message - Somerset's future is in safe hands.



The Watersde Country Barn, Bradford on Tone, Taunton TA4 1EP

Exploring how apprenticeships and internships work

This landmark event, held in conjunction with Somerset Chamber of Commerce and sponsored by Young Somerset and Eurilait, will bring together employers, educators, training providers, local authorities and young people to explore how we can work together to create stronger employment pathways and ensure Somerset retains and develops its future workforce.

The event will showcase:

Apprenticeships
Internships
Work experience
Skills development
Employer collaboration
Career opportunities for young people

Unlocking Somerset Talent reflects our belief that investing in young people is investing in Somerset's future prosperity.

For more information go to
<https://www.passionforsomerset.com/unlocking-talent-somerset.com>

PUTTING SOMERSET IN THE SPOTLIGHT. INSPIRING COMMUNITIES. CELEBRATING YOUNG PEOPLE.

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