



Application covering letter for the modernisation of
the existing 48 sheet billboard located on the land adj
Dynevor Street



Emerge Advertising Limited
Unit 41 Trostre Industrial Estate
Llanelli
Carmarthenshire
SA14 9UU

Proposal

The proposal of the modernisation of the static billboard historically located at the corner of Dynevor street andAberdare Road to a modern Led billboard has been carefully considered with our number one goal for the project is to offer a very affordable platform to local small businesses that otherwise wouldn't be able to afford such advertising from national competitors.

Our Goal for the screen

This aim has allowed us to promoted SME's and local messaging through safe and modern billboard advertising that is historically extremely expensive, our aim has always been to provide a high-quality alternative that benefits the towns and city's that we have been fortunate enough to occupy, this approach and consideration to these area's has allowed us to grow to become Wales leading supplier of large format advertising in Wales.

Pemberton Lights, Llanelli

(Example installation)



788 Carmarthen Road, Swansea



Public Messaging

As well as supporting local businesses through affordable advertising, throughout the Covid-19 Pandemic we have dedicated a huge amount of space free of charge for public safety messaging across Swansea and Llanelli.

I believe that the modernisation of this screen will further support our goal of supporting local businesses first, this will be particularly beneficial during times of economic difficulty such as recessions.

We believe this modernisation will result in further economic development around the Merthyr tydfil area in line with its digital vision.

Safety

With public safety being our number one concern, we have addressed and discussed all potential concerns surrounding the application with Robert Davies of Asbri planning.

Future proof

Our digital billboards are built to integrate new software and technology to meet smart city goals – we can easily integrate traffic counting technology and pollution sensors to aid local authorities in gathering key data around the area.

Environmental

The proposed installation will be powered by 100% renewable energy in line with our environmental and sustainability policies.

Conclusion

Our aim for both the screen and as a business is very clear, we aim that with every digital install we carry out, that we bring value to the areas and being assets that the local community are proud of.

this can be achieved through offering local authorities and local councillors a platform to reach their constituents free of charge, or in aiding the police in the broadcast of missing people messaging – we feel that our screens offer areas a limitless platform to bring our areas closer together and improve local trade in offering an affordable high quality to option to all businesses, I believe this installation would achieve all these goals.

Any further supporting documents required, we will be happy to provide on request.

Shaun Jones – Managing Director of Emerge Advertising Limited