

FINE IDEA: Computer firm's scheme to attract extra business

Just the ticket!



FREE PARKING: The leaflet which is being issued to drivers in true traffic warden fashion.

A COMPUTER firm have come up with a novel scheme to drive customers spending crazy — paying their parking fines.

The Haymarket Computer Shop, in Dalry Road, are offering a deal where if you buy a hardware package of computer, monitor and printer, or spend £500 on software, they will take care of your parking ticket.

And to let people know about the deal, they have designed a leaflet — which looks very like a real ticket.

The firm have distributed more than 2000 throughout the city centre — sticking them under car windscreen wipers in true traffic warden fashion.

The idea was the brainwave of accounts manager Stephen Parker — inspired by the number of fines his boss Mark Stewart had to pay.

by David Thompson

NEWS REPORTER

If a customer comes into the shop with their most recent ticket from Edinburgh — it can't be so old it has incurred further penalties — and buys a system or spends £500 on software the firm will write out a cheque to Lothian and Borders Police and give it to the customer to send away and pay the fine.

Stephen said: "We were out distributing other leaflets and I thought: 'What else goes under windscreen wipers — parking tickets.'"

Campaign

"I suggested it to my boss and he took it up. He gets plenty of parking tickets himself and that's how the design came about. Every driver gets a parking ticket at some point — I can't think of anyone who hasn't."

The campaign started at the beginning of the week and the firm are hopeful of getting a good response to their eye-catching idea.

But while the police have said there is nothing illegal about the scheme, they warned drivers not to get carried away — as they could end up being towed away if they broke the law.

Chief Inspector Bryan Lowrie said: "The purpose of parking legislation is to prevent vehicles being parked irresponsibly and to assist in the free flow of traffic.

"The vast majority of motorists do comply with the regulations, but what must be borne in mind is that drivers found to be in contravention of such regulations also run the risk of having vehicles towed away."