

Speedway – fan comes up trumps for Monarchs with major sponsorship



Edinburgh Monarchs have a new major sponsor thanks to a loyal fan.

The club will now be known as the Edinburgh Parsons Peebles Monarchs and the club's Fans Trust Chairman and Len Jones is a senior official with Parsons Peebles.

Len said: "My boss is the Chief Executive Officer of the company and as we were without a sponsor I approached him. He knew I was a speedway nut so he knew what I wanted.

"We both travel all over the world on business and kept missing each other but when we eventually got together I tied him down. He made the offer to become the Monarchs' sponsors."

Alex Harkess, Monarchs president, admitted "I was speechless on Monday afternoon when Len told me that the deal was done."

And co-promoter, John Campbell, added "It has all been organised without any involvement from us, Len's done it all."

So, who are Parsons Peebles? They have been making electric motors and generators (rotating electrical machines) in Edinburgh since 1898 when the business was formed by David Bruce Peebles. Currently they are based in Rosyth.