

Martin aims to bring eatery up to par

THE popular Tetney Golf Club restaurant and bar has just taken on a distinctly new flavour.

The business is now in the hands of Martin Trick who has transformed the fortunes of several local catering establishments.

But running it with him is his new wife Cathy and daughter Laura from a previous marriage.

In fact, Martin only returned from Spain a few weeks ago where he had spent the last eight years working in the building industry.

However, his background has been in catering for most of his life. After training at Grimsby College he went to run the restaurant at Roker Park, the then home of Sunderland Football Club before their relocation to the Stadium of Light.

After two years in the North East, Martin returned to his home town, working first at the Winter Gardens, Cleethorpes, and then at the Inn On The Park at Blundell Park, run at the time by his mother Kay Birkwood.

He decided to branch out on his own, taking over the Cross Keys at Fulstow which, through the restaurant and pub, he built into a highly successful business. It became one of the most popular places in northern Lincolnshire to dine out.

After eight and half years at Fulstow, Martin decided to head for the Costa Blanca on Spain's Mediterranean coast.

It was there that he met his future wife Cathy, who hails from Dublin, and they married just a couple of weeks ago. They have a two-year-old daughter, Gabriella.

Martin told the Chronicle: "The great thing is that Cathy also comes from a



Martin Trick has taken over the running of the restaurant at Tetney Golf Club with his family, although little Gabriella may not be helping too much for a while!

catering background, having worked in restaurants in Ireland.

"With Laura also helping out it is going to be very much a family affair. We intend to follow the same formula at Tetney Golf Club as the one which made the Cross Keys so popular during my time there. The other bonus is that the restaurant

and bar are open to the general public as well as club members, so people can just pop in."

Mike said he was planning to copy the French and Spanish practice of offering a three-course "menu for the day" which meant people know exactly how much they would be paying for a meal.

"We shall be offering good home cooking and, of course, a weekly fish and chip night.

"It is good to be back in the business again."

Tetney Golf Club opened in 1993, but in recent years the restaurant has become as popular as the par 71 course.

North Sea oil boost

OIL firm ConocoPhillips, which has a large refinery on the Humber at Killingholme, along with partners, is to invest close to \$12-billion to extend the life of Norway's four-decade-old Ekofisk oil and gas field, which was the first reservoir developed off the Nordic country.

On Thursday, the firm submitted development plans to authorities for two fields at the site, Ekofisk South and Eldfisk 2, which aim to extend Ekofisk's life by another 40 years.

"We need more projects like this ... that will increase oil recovery," Norwegian oil and energy minister Terje Riis-Johansen told reporters.

ConocoPhillips said it would invest 65-billion Norwegian crowns (\$11.55-billion), which would bring an additional 60 to 80 billion cubic metres of oil equivalent in output.

With the plans, the recovery rate at Ekofisk would increase from 49.5 per cent to 52 per cent, while Eldfisk's would rise from 22 per cent to 28.5 per cent. Ekofisk South is expected on stream in early 2014 while Eldfisk 2 is due in 2015.

If Norwegian authorities approve the plans by June as expected, ConocoPhillips also plans to award further contracts "closely after", the firm's Norwegian chief, Steinar Vaage, told Reuters.

ConocoPhillips has already awarded an Ekofisk-related contract to engineering group Aker Solutions.

Norway has long been pushing oil firms to boost oil recovery at the country's maturing oilfields.

The oil production of the world's fifth-largest exporter peaked in 2001 and has been declining since.

Don't be an ass in business matters

BY CHRIS HUNT, of

jh johnson hunt

THERE are five weeks to go to the start of the Grand National meeting and it appears to me that picking the winner is more down to luck than good judgment.

In business you need an element of luck but the way that you work on your business may be the difference between earning a living or exceeding all expectations. This is more relevant when times are tough.

About six months ago a Lincolnshire farmer found his old donkey had fallen down one of the farm wells. The farmer had to decide quickly what to do with the donkey which by his reckoning looked to be barely alive.

It wasn't worth the cost of re-

trieval; and in his eyes, the farmer thought it was too old to serve any further use on the farm. With the help of his son the farmer began to shovel the surrounding soil into the well.

The donkey gave out loud cries of disgust as the soil rained down and finally went quiet. The farmer, continuing to fill the well, decided to take a look and to his surprise saw that with each shovel of soil, the donkey would shake it off its back, take a step back and a step up. Two and a half hours later the donkey was at ground level and walked off into the neighbouring field, no worse for the ordeal.

Often the knack of getting yourself out of a hole is by taking time to assess the situation, not to give up, and to deal appropriately with the dirt that is thrown at you. Each step taken is then a step up in the right direction.

Taking time to work on the

business rather than in the business is time well spent and will reap benefits in the longer term. However, this practice is often overlooked by many small to medium-sized businesses.

Looking at your business from afar allows you to tune the business for greater success, learn processes or systemise and avoid potential pitfalls.

Why not consider the services of a non-executive director or a business development coach to work with you on the business?

These experienced individuals can bring a breadth of knowledge from other business sectors, or directly from the businesses they are currently working in. Their knowledge can often yield quick results to your bottom line and can help you to develop your businesses much faster and in a structured impartial way.

When looking at something for a long period of time it is often

said a fresh pair of eyes could solve the problem faster or change the direction of current thinking.

Your business is no exception to this rule and this business may be your biggest asset, the source of your income and the basis for your pension.

So now that spring is around the corner is it time to freshen up your management team and your range of business advisors?

And finally... The weeks passed and the donkey had time to reflect on what the farmer had tried to do. The donkeys' nonchalance slowly turned to anger. The next time, on seeing the farmer, the donkey bit the farmer where it hurt.

So, if you end up making a wrong decision, don't try and cover your ass, remember it always comes back to bite you at a later date.



Chris Hunt says it might be time to look at a good spring clean for your business.

Profits up

HOMEBUILDER Persimmon, which has a number of projects in Lincolnshire has reported a sharp rise in full-year profits after cutting costs and selling more houses.

Pre-tax profits for 2010 came in at £153.9-million, almost double the £77.9-million the company made in 2009. Revenues grew 10.5 per cent to £1.57-billion.

The average house sale price rose by four per cent to £172,475, it added.

The company said activity in the first two months of this year had been "encouraging", with visitor levels up 10 per cent on a year earlier.

Persimmon chairman John White said he expected house prices to remain stable this year. "We don't see much of an upturn," he said.

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