

# THE 18<sup>TH</sup>

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**THE INTERVIEW**  
**Robert Maxfield**



**PROSTATE  
CANCER UK**



# THE INTERVIEW

## Robert Maxfield



**PGA professionals are often seen as the face of all golf clubs in the UK. They greet golfers, give valuable advice on the course, fit clubs and look after the pro shop. And behind each and every one of them is the organisation they belong to — The PGA.**

For the last five years, The PGA has raised thousands of pounds and started countless life-saving conversations about prostate cancer through its partnership with Prostate Cancer UK. And for the man at the top of the organisation, chief executive Robert Maxfield, it's just the start.

Robert Maxfield began his golfing career with aspirations of making it as a pro. But after realising the lifestyle wasn't for him, he decided to focus on the behind-the-scenes side of the sport and took up a role at one of the finest courses in the country and the home of The PGA, The Belfry.

"I was lucky enough to work at The Belfry for many years, eventually becoming Director for Golf, where I oversaw three Ryder Cups and a host of European Tour events," he said.

"It was fantastic to see the British Masters return there for the last two years and I'm sure Danny Willett is proud to have raised such a fantastic amount for Prostate Cancer UK as host."

After taking up a director's role at The PGA in 2006, Robert eventually became chief executive in 2017, and since then he has set his sights on ensuring The PGA is at the forefront of improving golf across the UK, including its work with charities.

"We want to grow the game, and we work with a range of stakeholders and partners — including Prostate Cancer UK — to do this," Robert said.

"A PGA professional should be at the heart of their golf club and be the best person to help improve a golfer's game, or to help them do something worthwhile at their club, like supporting a charity."

The PGA has supported Prostate Cancer UK since 2018, and its professionals have helped take life-saving prostate cancer messaging to every club in the country. Other pros have taken a more practical approach with their support, like Rick Shiels, who raised over £120,000 by walking 150 miles from Prestwick Golf Club to St Andrews last summer.

And this year, The PGA is tasking its members to support golfers who want to take on an epic golfing challenge of their own — The Big Golf Race.



**Knowing prostate cancer could affect me and my family, the people I work with, and the people I play golf with is sobering.**

"There's a big overlap between the people we engage within the golf community and the people Prostate Cancer UK wants to reach. Our aim, and hopefully the impact we've made, is to work with the charity to start potentially life-saving dialogues in clubs and inspire them to fundraise."

"The Big Golf Race is a brilliant fundraiser; our partners took it on last year, raising over £5,000, and we're doing it again this year. Asking golfers to play 36 or 72 holes in a day is a great challenge, and we think plenty of PGA professionals will support their members in taking on The Big Golf Race at their club. A big part of our remit at The PGA is to grow the game, so encouraging casual golfers to play more golf and consider becoming members at a club. If our support of The Big Golf Race can do this then all the better."





# IN THE GOLFING COMMUNITY

## It's a marathon, not a sprint for Rob as The Big Golf Race returns

Warmer weather has arrived, and the golf season is well underway, meaning our flagship golf challenge, The Big Golf Race, is back — and bigger than ever.

Over 7,000 golfers have conquered our 36 or 72 holes-in-a-day challenge since 2020, raising over £2 million, and hundreds more have committed to a day of golf and fundraising in 2023.

One of those is Rob Green. The 30-year-old, who plays at Chigwell Golf Club, was inspired to take on 72 holes last summer after losing his dad, Charles, to prostate cancer in 2015. He and his mates enjoyed the challenge so much that they're taking on a second Marathon this year.

"The Big Golf Race was a way of doing something that I love with a group of lads" said Rob "Supporting a charity that's close to my heart — and I love a challenge!"

Rob has also hailed the importance of The Big Golf Race in shining a spotlight on prostate cancer, which affects one in eight men in the UK — like his dad.

"Prostate cancer doesn't just impact the person that's been diagnosed; it impacts those around them too," he said. "I wanted to support a charity that invests in research to be able to diagnose and support people as early as possible."



Scan the QR code to join Rob in taking on The Big Golf Race this summer or visit

[prostatecanceruk.org/golfnewsbgr](https://prostatecanceruk.org/golfnewsbgr)



Rob Green (second right)

## Determined golfers bounce back from fire to continue fundraising



### A Midlands golf club overcame tragedy to host a successful fundraising golf day last December.

Lutterworth Golf Club was sadly targeted by arsonists in May 2021, leaving its 117-year-old clubhouse and pro shop completely destroyed and plans for its annual golf day, which it had held for over 45 years, in tatters.

But the club didn't let that stop their fundraising, with its golf day making a triumphant return the following winter, led by member Neville Townsend.

He said: "The fact that one of the originators of the golf day, Bill Horton, had survived prostate cancer was a major contributor to supporting Prostate Cancer UK."

And in a true phoenix rising from the ashes story, the rebuild at Lutterworth Golf Club is well underway — with plenty more fundraising golf days to come.

"The main clubhouse build should be completed by early 2024." Neville added.

"The support we received from the charity, coupled with the efforts from club members and guests, demonstrates the significance of the invaluable work being carried out to defeat this cancer. Without this support, people like Bill simply wouldn't survive."

**Like Neville, you can host a golf day at your club by contacting the golf team on 020 3310 7399.**

## Grand Final celebrates season of fundraising



Another successful year of fundraising from charity partners HowDidiDo came to an entertaining conclusion in Scotland this March – with the sixth annual ‘How Do We Beat It’ competition Grand Final.

Europe’s biggest online golf community has raised over £200,000 through the competition since its inception in 2017, with 3,959 players raising an impressive £29,980 in 2022’s instalment.

After each golfer logged their scores through HowDidiDo – which holds the handicaps, results, and scores of over one million golfers in the UK – their best eclectic round was then automatically calculated.

From there, the 16 best cards won a place at the final, once again held at the world-renowned Trump International in Aberdeenshire at the end of March.

And after a competitive day of golf, Carl Pagden from Hillsborough Golf Club in Sheffield was crowned the How Do We Beat It 2023 champion with 39 stableford points.

HowDidiDo chief executive, Richard Peabody, said: “We’ve already raised a six-figure sum for Prostate Cancer UK - and it’s only the beginning. Let’s play more golf and help beat prostate cancer at the same time.”

**This year’s competition is FREE. For your chance to become our How Do We Beat It champion in 2023, enter now at [howdidido.com/ProstateCancerUK](https://howdidido.com/ProstateCancerUK)**

## Captain Richard praised after ‘life-saving’ golf day

A Darlington golf captain was hailed as a lifesaver after an awareness and fundraising drive at his club.

During his captaincy at Blackwell Grange Golf Club in County Durham, Richard Parker spearheaded a host of fundraising initiatives, but it was a testing day at the club that he is most proud of.

Richard said: “During my captain’s charity day, the Lions of Darlington paid for a testing day, with over 170 tests completed.”

 **The director of the NHS in Darlington told me that we had saved lives that day.**

The 69-year-old was inspired to back Prostate Cancer UK after losing a friend to the disease and after the diagnosis of legendary Sheffield United manager and Richard’s former colleague, Dave Bassett. And after picking up a copy of this newsletter at his club, Richard kick-started his fundraising in 2022.

“We held monthly raffles, with prizes donated by local businesses,” he said. “Golf clubs in our county donated four-ball vouchers on a reciprocal basis, and during the winter we ran a Sunday meat draw.”

“My advice to other captains planning their captaincy would be to choose a like-minded vice-captain and be prepared for your golf to suffer and your handicap to increase!”



Richard Parker (right)



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**PROSTATE  
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# RESOURCES FOR YOU

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## Support us

We can support you every step of the fairway! For a typical golf day we can provide you with: branded golf balls, tees, pencils, pin badges and a range of awareness literature, posters and banners. Clubs who use our branded materials raise significantly more awareness and funds.

We are happy to provide these materials for free to help you make the most of your day and reach as many golfers as you can. Register at

[prostatecanceruk.org/golf](http://prostatecanceruk.org/golf)



## Speak to our Specialist Nurses

0800 074 8383\*

[prostatecanceruk.org](http://prostatecanceruk.org)

Whether you've been diagnosed or have concerns about prostate cancer or prostate problems, we're here to support you. We can also help partners, family members, friends, and health professionals with any questions you may have.

**Call our Specialist Nurses from:**

Monday to Friday 9am – 5pm

Wednesdays 10am – 5pm



## Contact us

020 3310 7399

[golf@prostatecanceruk.org](mailto:golf@prostatecanceruk.org)

[prostatecanceruk.org/golf](http://prostatecanceruk.org/golf)

## Social channels



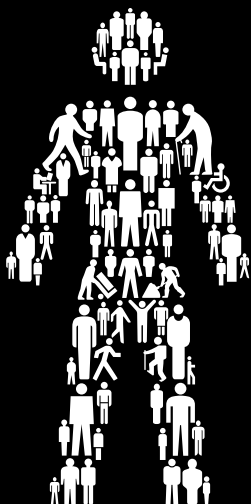
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