As much and as many
2011/2012 Annual Review
This year’s story is one of dual growth. From our existing Centres we have grown both the number of people we support and the support we offer to ensure we are helping as much as we can. And we have built new Centres to ensure we are helping as many as we can.
The last year has been a significant year for Maggie’s and one in which we have moved into a new phase of growth.

In 2011, we had almost 100,000 visits; a 17% increase on the previous year. 10,500 people with cancer visited a Centre for the first time; a 30% increase. And following a concerted effort, nearly 30,000 visits to Maggie’s were by men; a 19% increase.

In 1996, we were a small team focused on piloting Maggie’s ideas; now we are a growing organisation that is ready to make the biggest difference it can, one which must balance investment in new Centres with continuing and increasing the work each Centre does.

But there are still people with cancer in the UK who don’t have access to a Maggie’s Centre, so our focus on growth continues. In the last year we have opened Centres in Nottingham, Swansea and Glasgow, each of which quickly became well-used by the local community. Centres in Hong Kong, Newcastle, Aberdeen, Lanarkshire and Oxford are in progress and architects have been appointed to help create eight more.

In addition to that, we’ve launched a campaign for a new Centre in East London at St Bartholomew’s Hospital in addition to Maggie’s West London, with the ultimate ambition of making Maggie’s accessible to everybody with cancer across London.

It is reassuring that, while all this has been going on, our commitment to the quality of our programme has ensured that 99% of visitors to Maggie’s rated our support as helpful, and that our approach to cancer care continues to be endorsed by the NHS.

None of what we’ve achieved would be possible without a huge number of very special people – supporters, fundraisers and volunteers; patrons, campaigners and professionals; and of course all the people who work for Maggie’s both in the Centres and behind the scenes.

We’ll need continued support to meet the challenges ahead. There are currently two million people with cancer in the UK and this is set to rise to four million by 2030. With a new diagnosis every two minutes*, we need to make sure we can support as many as we can and as much as we can. Thank you in advance for helping us to do this.

Nigel Cayzer
Chairman

Laura Lee
Chief Executive

*based on CRUK statistics, 2008
The National Health Service is a world leader when it comes to cancer diagnosis and treatment. But when you are diagnosed with cancer, you need so much more than medical care.

Maggie's Centres are beautiful buildings in the grounds of specialist cancer hospitals that provide emotional, practical and social support for people with cancer and their families and friends.

It’s a unique approach to cancer care that we call “calmness, clarity and a cup of tea.”

“Calmness is the first step, because a cancer diagnosis can bring about overwhelming feelings of anxiety and isolation. It might be achieved through relaxation workshops, or simply through the friendly and informal atmosphere within our Centres, which provide a refuge from the hospital and all the stress that comes with it.

Clarity is about practical support. Our team can help you work out questions to discuss with your medical team. They can help you navigate the mass of information you’re inevitably bombarded with. They can help you with financial advice. And there are workshops on everything from nutrition to how to style a head scarf.

And a cup of tea. At the heart of every Centre is the kitchen table, and around that table are people just like you. People who are going through the same things, who you can share stories with; or perhaps people who are a little way ahead of you, who can let you know what to expect. Whether you’re talking about cancer or something else entirely, it’s helpful to talk to people who understand.

“What always sticks in my mind is the standard of care that Maggie’s provides and the attention to detail they put into providing it. The Centres are warm, friendly, inspiring places, which are full of light – and they undoubtedly contribute to the continued wellbeing of an individual as they progress through cancer treatment.”

Prof. Sir Mike Richards, CBE, National Cancer Director
Helping as much as we can

We are committed to balancing growth in two key areas: investment in new Centres, so we can help as many as we can; and investment in existing Centres, so we can help as much as we can. In 2011, we grew the total number of visits to our existing Centres, and following particular focus in these areas; we grew the number of visits by men, the number of first time visits from people with cancer, and the number of visits from families and friends.

We are very proud that our expert staff can support such a diverse range of cancer types. There will always be some difference between the cancer types represented at Maggie’s and the national average; due to regional variations, differing prognoses and differing willingness to access support between men and women and between cancer types. However, we want to reach as many people as possible, regardless of cancer type, so in addition to our focus on men, we have introduced tailored groups and workshops to encourage those who have Lower GI (bowel), Upper GI (stomach; pancreas), bladder, prostate and lung cancer to visit. Around 57% (versus 53% national average) of our visits are now from people with these types of cancer.
Different people need different types of support at different stages of their cancer journey, which is why our programme covers such a broad range. Here we’ve broken down the support we offer into ‘psycho-social support and cancer information’ which is offered by our Cancer Support Specialists, ‘practical and lifestyle support’ which includes advice on everything from benefits to nutrition, and ‘psychological support’ which is the support offered by our psychologists both on an individual and group basis.

It’s important to us to make sure that everything we do at Maggie’s is working. Every year we ask visitors about the quality of the support they receive from us. 99% of people found the support that Maggie’s provides helpful.

Why people attend Maggie’s

- Psycho-social support and cancer information: 31%
- Practical and lifestyle support: 56%
- Psychological support: 13%
Helping as many as we can

Our aim is to offer support to every person with cancer in the UK. So as well as helping those we already reach as much as we can, we need to continue building new Centres to help as many as we can. In the past year, we have moved closer to achieving that ambition by opening new Centres in Swansea, Glasgow and Nottingham, each of which quickly became well used.

**Maggie’s South West Wales**
Maggie’s South West Wales is our most recent opening and the first purpose built Centre in Wales, bringing our unique approach to cancer care to an additional 2.3 million people.

Dr Kisho Kurokawa, Kisho Kurokawa Associates, was one of the greatest Japanese architects of the 20th Century and a friend of our founder Maggie Keswick Jencks. His stunning circular design for Maggie’s South West Wales was created before he died.

“The connection to the cosmos and contacts between East and West – two motives that Maggie and I shared – are in the design. I hope she would have liked it.”
Dr. Kisho Kurokawa, Architect

“The inspirational design of the building, and the fact cancer patients and their families can call into the Centre and talk to the on-site cancer professionals when they feel the need for practical or medical advice and support, is going to make a huge difference to so many lives.”
Lesley Griffiths, The Welsh Assembly Government Minister for Health and Social Services

**Architect:**
Kisho Kurokawa of Kisho Kurokawa Architects and Associates

**Landscape Architect:**
Kim Wilkie Associates

**NHS Board:**
Abertawe Bro Morgannwg University

**Location:**
Singleton Hospital

**Cancer network:**
South Wales

**Population served:**
2,300,000
Maggie’s Nottingham
Maggie’s Nottingham opened in November 2011 and means that more than a million people can now access Maggie’s.

“I hope that people find it charming; something like a surprising home. From the outside, the playful appearance will entice people to take a look through the door; once they do, the harmony of light and space will create a uniquely welcoming environment.”

Piers Gough, CBE, Architect

The near symmetrical design and generous height allows Maggie’s Nottingham to have a real sense of space and balance. Nottingham-born designer Sir Paul Smith designed the interior, which includes photos taken during his travels around the world, and bright cushions and tiles designed to spark conversation – helping people to connect with others going through similar experiences.

“My favourite part of the building is the kitchen – it’s so warm and inviting. It means a great deal to me to be able to spend time at Maggie’s. It’s a really valuable space.”

Anna Read, Maggie’s Nottingham visitor

Architect:
Piers Gough
CBE of CZWG Architects

Landscape Architect:
Envert Studio

Interior Designer:
Sir Paul Smith

NHS Trust:
Nottingham University Hospitals Trust

Location:
Nottingham City Hospital

Cancer network:
East Midlands

Population served:
4,000,000
Maggie’s Glasgow (Gartnavel)
Maggie’s Glasgow (Gartnavel) is our second Centre in Glasgow, and was funded by a generous grant from Walk the Walk. One of our primary aims is to make it as easy as possible for people with cancer to access a Centre near them. So when the Beatson West of Scotland Cancer Centre announced that it was moving from the Western Infirmary to a new site at Gartnavel Hospital, it was natural for Maggie’s to build a Centre nearby.

“We accepted the commission with eagerness. The space we have is linked to the existing hospital, but far enough away from it for us to create another world. It has both privacy and a central position; both sheltered and slightly exposed.”
Rem Koolhaas, Architect

“This wonderful new Maggie’s Centre will offer cancer patients the care and support so needed when facing a cancer diagnosis.”
Nina Barough, Chief Executive of Walk the Walk

Architect:
Rem Koolhaas of OMA Architects

Landscape Architect:
Lily Jencks

NHS Board:
Greater Glasgow and Clyde

Location:
Gartnavel Hospital

Cancer network:
West of Scotland

Population served:
2,500,000
And it doesn’t stop there. The Hong Kong Centre, designed by Frank Gehry, which replaces the current interim Centre at Tuen Mun Hospital is scheduled to open in November 2012. In February, we broke ground on the site of Maggie’s North East in Newcastle, having appointed Ted Cullinan of Edward Cullinan Architects. We will also be breaking ground at the Churchill Hospital in Oxford with a purpose built space to eventually replace the current interim Centre.

Our final three Centres in Scotland are all making good progress too. Having appointed Kjetil Thoreson of Snohetta Architects to Maggie’s Aberdeen, we went on site in August 2012. And Neil Gillespie of Reiach & Hall Architects has designed Maggie’s Lanarkshire. We are working with Walk the Walk to bring a Maggie’s Centre to Forth Valley, which will be designed by Prof. Alan Perl of Nord Architects.

With 28,540 new cancer diagnoses a year in London, and currently only one Maggie’s Centre, we have launched the London campaign. There is at least one cancer specialist facility in each of London’s cancer networks and so we aim to have a Maggie’s Centre in each one too. So far, we have Maggie’s West London, and our next Centre will be in the grounds of St Bartholomew’s Hospital. We have appointed Steven Holl Architects to carry out the design.

We are delighted to announce that we have appointed Biba Dow and Alun Jones of Dow Jones Architects to design our second Centre in Wales, Maggie’s Cardiff, and that Lord Norman Foster will be designing Maggie’s Manchester at the Christie. Centres in Southampton, Leeds and Liverpool are also in the planning stages.
The Architecture of Hope exhibition moved from the V&A Museum in London to the Lighthouse in Glasgow.

The Olympic torch came to Maggie’s Edinburgh.

Maggie’s Cheltenham held its first creative writing session.

Maggie’s Fife piloted a new six-week course supporting friends and families of people with cancer.

Following a successful pilot, Where Now was added to Maggie’s programme of support and rolled out in Centres across the UK.

Colin Montgomerie visited Maggie’s Lanarkshire to recognise the progress of Monty’s Maggie’s Appeal supporting fundraising for the Centre.

Maggie’s Nottingham opened.

Maggie’s Highlands started tumour specific support groups for brain (in partnership with Brain Tumour UK), prostate, colorectal and gynaecological cancers.

Maggie’s Dundee started two new exercise groups; Nordic Walking and Men’s Circuit Training, both led by men who have had cancer.

Maggie’s Associate Boards hosted their Annual Carol Concerts.

Maggie’s secured an arts grant from The Cocheme Charitable Trust to fund an Artist in Residence project in 2012 and appointed Timothy Hyman.

Maggie’s set up a monthly online support group for people with cancer of the blood, such as myeloma, leukaemia and lymphoma, and their families and friends.

Maggie’s Edinburgh Centre Head, Andrew Anderson, presented at the ‘Continuing Cancer Care’ conference at the European Parliament in Brussels.

Our 3,000th member joined the Maggie’s Online Centre.

An exhibition of entries to the Scottish National Competition opened at the Lighthouse Gallery. The winner, a pupil from Hutcheson’s Academy in Glasgow, will spend a week on work experience with Maggie’s architects Page / Park.

An evening celebrating Maggie’s as part of the OMA / Progress exhibition was held at the Barbican Centre, London.

Our President, HRH the Duchess of Cornwall, attended a reception in Aberdeen to meet supporters of the Monty’s Maggie’s Appeal.

Maggie’s Oxford had their first joint support group with Jo’s Trust for women with cervical cancer.

£2.3 million pounds has been raised by players of People’s Postcode Lottery.

Maggie’s was invited to 10 Downing Street to a reception in celebration of our work.

Our 3,000th member joined the Maggie’s Online Centre.

The On-line Centre launched Getting Started online.

Maggie’s Barts architect Steven Holl presented the RA Lecture.
Where our funding comes from and how we spend it

We would not be able to grow the support we provide in each Centre and grow the number of Centres we have overall without the generosity of our supporters, who bike, hike and do so much more to raise funds for Maggie’s. Thanks to their extraordinary efforts we raised £12,698,000 last year. The Joy of Living Campaign has brought in over £15 million since it launched in 2007 and special thanks must go to players of People’s Postcode Lottery who provide exceptional levels of support — £23 million to date.

Many of our fundraising campaigns extend over several years, so although our expenditure in 2011 was higher than our income, this was a result of spending funds raised in previous years, predominantly on the building of three new Centres, so that more people with cancer can access the support Maggie’s provides. This year an increased percentage of funds were spent on activities to support people with cancer, with the cost of governance coming down. We have big plans for 2012, so continue to rely on the generosity of our wonderful supporters.

Maggie’s Dundee started two new exercise groups; Nordic Walking and Men’s Circuit Training, both led by men who have had cancer.

<table>
<thead>
<tr>
<th>Category</th>
<th>How we raised our money in 2011</th>
<th>Total Income</th>
<th>How we spend our money in 2011 to help people affected by cancer</th>
<th>Total expenditure</th>
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<tbody>
<tr>
<td>Activities to support people with cancer</td>
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<td>£7,225,000</td>
<td>£3,465,000</td>
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<td>Local community fundraising</td>
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<tr>
<td>Cost of governance</td>
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</tr>
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<td>Cost of governance</td>
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<td>£3,465,000</td>
<td>£16,364,000</td>
<td>£1,038,000</td>
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<tr>
<td>Total income</td>
<td>£12,698,000</td>
<td>£16,364,000</td>
<td>£16,364,000</td>
<td>£16,364,000</td>
</tr>
</tbody>
</table>

October 2011

This includes income from companies including staff fundraising and corporate donations. Statutory income includes money from the Big Lottery Fund, Walk the Walk, the Scottish Government and the Welsh Assembly Government.
It is impossible to list all the people who give their time and money to Maggie’s so generously, but there are a few individuals and organisations we would like to say a special thank-you to for all their support over the last year.

**Trusts**
- Ballinger Charitable Trust
- Barbour Trust
- Big Lottery Fund
- Big Lottery Fund Scotland
- Big Lottery Fund Wales
- Charles Hayward Foundation
- City Bridge Trust
- Cleopatra Trust
- Clore Duffield Foundation
- Cordis Charitable Trust
- Dave and Fiona Cormack Family Foundation
- Dimbleby Cancer Care
- Elizabeth Montgomerie Foundation
- Evan Cornish Foundation
- Gemini Trust
- Gordon Small Trust
- Holywood Trust
- Jane Hodge Foundation
- John Ellerman Foundation
- Kidani Memorial Trust
- Lady Blakenham’s Charitable Trust
- Lennox & Wyfold Foundation
- Newman’s Own Foundation Inc
- NHS Fife
- NHS Lanarkshire
- Northwood Trust
- Oak Foundation
- Players of People’s Postcode Lottery awarded by Postcode Care Trust
- Peter Cruddas Foundation
- Portrack Charitable Trust
- Quintessentially Foundation
- Reed Foundation
- Star Fund
- Summerfield Charitable Trust
- Swiftsure Trust
- Tanlaw Foundation
- Thames Wharf Charity

**Trusts (continued)**
- Thames Wharf Trust Fund
- The Hobson Charity
- The John Hartson Foundation
- The Moffat Charitable Trust
- The Paul Foundation
- The Robertson Trust
- Walk the Walk
- Welsh Assembly Government
- William Leech Charity

**Individuals**
- Anonymous
- Bruce Bossom
- Graham and Jo Cartledge
- Colin and Mary Dix
- Gordon Edwards
- David Harding
- The Jencks Family
- Ian and Caroline Laing
- Alisdair and Helen Langlands
- Stuart Milne CBE and Joanna Robertson
- Lorna Moran MBE
- Judy Naaké
- Alexander Newall
- Ian Ord
- Keith and Valerie Pattinson
- Patricia Straughen
- Bernard and Sarah Taylor
- Ian Thomson
- Colin Welsh

**Companies**
- 20 Gresham St
- Addleshaw Goddard LLP
- Albert Bartlett & Sons
- Alpine Bikes Ltd
- Apache Corporation
- Barbican
- Barton Willmore LLP
- BBC Children in Need
- Betfair PLC

**Group and Events**
- Aberdeen Oilmen’s Golf Association
- Burgesses of Guild Dinner
- CBS for gift in kind support
- Cycling Scotland – Freshnlo Pedal for Scotland
- Faringdon Youth Farmers
- Max Fraser and the Joy of Living project
- Judith Alexander hosting Diva Opera
- League of Friends, the City of Nottingham
- Monster Advisory Board
- Montgomerie Ryder Cup Celebration
- Opera Unlimited and the Duke of Buccleuch, The Mad Duchess, Bughton House
- Press & Journal Energy Ball
- R B Farquhar Dinner
- Southwell Pink Ladies
- Steve Standbridge and the C&G Golf Day
- The Arriva Heritage Fleet Exhibition bus RML29360
- The Autumn Party Committee
- The Autumn Party Sponsor Artemis Investment Management LLP
- The Carol Concert Committee
- The Glasgow Restaurant Association

**Legacies**
- Arthur Andrews
- Susan Branton
- Gillian Conlon
- William Davie
- Robert Drummond
- Maureen Walker Findlay
- Christine Jarvis
- Natasha Mitchell
- Elisabeth Paget
- Derek Parker
- Donna Sutherland
Maggie’s relies on some extraordinarily dedicated people to help us support people with cancer and their families and friends. They raise the money to build and run our Centres, they provide expertise and guidance, and they make possible everything that we do.

Maggie’s team

Local Boards:

Aberdeen
Colin Welsh (Chair)
Dr Robert B Cook
Gordon Edwards
Stewart Milne CBE
Ian Ord
Joanna Robertson
Patricia Straughen
Ian Thomson

Cheltenham
Atty Beor-Roberts (Chair)
John Bees
Bruce Blossom
Cynthia Dowty
Domenica Dunne
Charlie Ellison
Dr Christine Facer-Hoffman
Carol Freeman
Helen Hobden
Angela Rose

Dundee
Shirley Linton (Chair)
Nick Barlcay
Henrietta Cayzer
Shirley Clarke
Jennifer King
Joyce Leslie
Gerry Marr (Carrie Marr representative)
Andy McCarle
Lisa Mitchell
Alistair Napier
Dr Alex Watson

Edinburgh
Dr Ali Afshar (Chair)
Lynn Algar
Matthew Benson
Nick Burns Cumming
Sue Findlay
Nora Harrower
David MacLean

Kai Murray
Cameron Stott
Colin Winchester

West Coast
(of Scotland)
Kirsty Wark (Chair)
Hilary Harris
Peter Lawson
Flora Martin

Philippa Grant MBE, Countess of Dysart (Chair)
Robbie Bremner
Alistair Laing
Lynn Savage
Sara Shaw
Grant Sword
Ian Whitaker

Hong Kong
Caroline Courtauld
Kathryn Greenberg
Martin Hadaway
Keith Kerr (Chair)
Clare Keswick
Laura Lee
Eleanor Ling
Shahilla Shariff
Clara Weatherall

Diane Wilson

North East
Lorna Moran MBE (Chair)
Sue Cussins
Chris Jobe
Michaela Martin
Tom Maxfield
Graeme Thompson

Nottingham
Judy Naaké (Chair)
Steve Brandreth
Jo Cartledge
Katie Chan
Dr Stephen Chan
Sam Doleman
Claire Hendry
Georgie Moore
Rob Metcalf
Ann Rowen
Jennifer Spencer
Lady Valerie White

Oxford
George Robinson (Chair)
Alison Bennett-Jones
Imogen Birch-Reynolds
Olivia Bloomfield
Lucy Chadlington
Molly Dixon
Kate Erhman
Lucinda Holmes
Vicky Jewson
Alexander Muir
Debbie Laidlaw
Madeleine Louloudis
Candida Lycett-Green
Ian Molson
Jeremy Moss
Helen Polito
Kate Sloan
Rupert Spencer-Churchill
John Strickland

South West Wales
Dr Patricia Steane
OBE, DL (Chair)
Dr Gianfilippo Bertelli
Pamela Joseph
Val Lloyd
Roy Phelps
Iain Price
Blanche Sainsbury
Simon Tse

American Friends of Maggie’s
Jill Walsh (Chair)
Tine Beebe
Julie Corman
Berty Gehry
Frank Gehry
Caroline Graham
Victoria Newhouse
Jill Spalding
Robert Stern
John Walsh
Edina Weinstein
Richard Weinstein
John Williams

Barcelona
Jordi Bachs
Germán Castejón
Nacho Mercadé
Dr Alfonso Rodes

London
Development Board
Clara Weatherall (Chair)
Caroline Collins
Rory Cullinan
Stephen Down
Theo Fennell
Pierre Goad
Donna Haeri
Michael Harding
Wilson Kerr
Douglas Rae
Jamie Ritblat
Edward White
Robin Woodhead
In May 1993, Maggie Keswick Jencks was told that her breast cancer had returned and spread to her bones, liver and brain. She was given two to three months to live and then asked to leave the room because the consultant had so many other patients to see. Sitting in a gloomy hospital corridor underneath harsh strip lighting, she felt there must be a better way.

She joined an advanced chemotherapy trial and extended her life by 18 months. During that time, she worked closely with her medical team, which included oncology nurse Laura Lee, now Maggie’s Chief Executive, to develop a new approach to cancer care.

In order not to be a ‘cancer victim’, she believed you needed information that would allow you to be an informed participant in your medical treatment, stress reducing strategies, psychological support and the opportunity to meet other people in similar circumstances in a relaxed domestic atmosphere. She talked to her medical team at the Western General Hospital in Edinburgh about a place to help people with the very real, if non-medical, problems of living with cancer. She created a blueprint for a pioneering venture – and spotted a stable block in the grounds of the hospital that would provide the perfect space.

Maggie was determined that people should not “lose the joy of living in the fear of dying” and the day before she died in June 1995, she sat in her garden, face to the sun and said: “Aren’t we lucky?”

In November 1996, the first Maggie’s Centre opened in Edinburgh and what Maggie had planned became real. We now have 12 Centres in the UK and in 2011, almost 100,000 people walked through our doors, meaning that we’re reaching many more people than Maggie ever imagined.
Our Centres as of 2012

- Aberdeen
- Cheltenham
- Dundee
- Edinburgh
- Fife
- Garvanol
- Gatehouse
- Highlands
- Hong Kong
- Lanarkshire
- North East
- Nottingham
- Oxford
- South West Wales
- West London
To contact us:
0300 123 1801
www.maggiescentres.org

Maggie Keswick Jencks Cancer Caring Centres
Trust (Maggie's) is a registered charity, No. SC024414

The cover image is Kisho Kurokawa’s initial sketch for Maggie’s South West Wales; our 12th Centre and the third of three Centres to open in 2011.

Design: Shaw+Skerr