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ROYAL BANK OF SCOTLAND PLC

Form 424B5

April 18, 2011

Filed under Rule 424(b)(5), Registration Statement Nos. 333-162219, 333-162219-01  
 Preliminary Pricing Supplement No. 44 – dated April 18, 2011 (to: Prospectus dated May 18, 2010 and Prospectus  
 Supplement dated September 20, 2010)

CUSIP Number	Aggregate Price		Selling Commission	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Coupon Option	Survivor's Pr
	Principal Amount	to Public										
78011RBP7	\$	100%	1.60%	\$	FIXED	4.00%	MONTHLY	10/15/2016	05/15/2011	\$1.89	NO	SE

(Per Annum)

Redemption Information: Non-Callable/Non-Puttable

Lead Manager and Lead Agent: RBS Securities Inc.

The Royal Bank of  
 Scotland plc

Offering Dates: 04/18/2011 through 04/25/2011  
 Trade Date: 04/25/2011 @ 12:00 PM ET  
 Settlement Date: 04/28/2011  
 Minimum Denomination/Increments: \$1,000.00/\$1,000.00  
 Guaranteed in full by The Royal Bank of Scotland Group plc  
 Initial trades settle flat and clear SDFS: DTC Book-Entry only  
 DTC Number 2230 via RBS Securities Inc.

Royal Bank of Scotland plc  
 Retail Corporate Notes  
 Prospectus dated May 18,  
 2010  
 and Prospectus Supplement  
 dated September 20, 2010

If the maturity date or an interest payment date for any note is not a business day (as that term is defined in the prospectus supplement), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.