

ROYAL BANK OF SCOTLAND PLC  
Form 424B5  
June 27, 2011

CALCULATION OF REGISTRATION FEE

Title of Each Class of Securities Offered	Maximum Aggregate Offering Price	Amount of Registration Fee(1)
Retail Corporate Notes	\$5,587,000	\$648.65

(1) Calculated in accordance with Rule 457(r) of the Securities Act of 1933

Filed under Rule 424(b)(5), Registration Statement Nos. 333-162219, 333-162219-01  
Final Pricing Supplement No. 78 – dated June 27, 2011 (to: Prospectus dated May 18, 2010 and Prospectus Supplement dated September 20, 2010)

CUSIP Number	Aggregate Principal Amount	Price to Public	Selling Commission	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount
78011RCM3	\$5,587,000	100%	1.20%	\$5,519,956	FIXED	2.50% (Per Annum)	MONTHLY	12/15/2014	07/15/2011	\$1.00

Redemption Information: Non-Callable/Non-Puttable

Lead Manager and Lead Agent: RBS Securities Inc.

The Royal Bank of Scotland plc

Offering Dates: 06/20/2011 through 06/27/2011  
Trade Date: 06/27/2011 @ 12:00 PM ET  
Settlement Date: 06/30/2011  
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.

The 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.