



Engagement Case Study: NHS

IFRRO World Congress: Licensing Forum
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Copy, Right



Engagement Case Study

Licensing the National Health Service

- The UK National Health Service provides comprehensive universal health care, free at the point of delivery. England's NHS is the **largest employer in Europe**, with one in every 25 adults in England working for the NHS.
- CLA negotiates licensing **centrally** with Department of Health and equivalents, usually under five-year agreements – not statutory
- Licences permit NHS staff to **make and share copies from published works** purchased or subscribed to by their organisation, including individual articles sourced from **Document Delivery** suppliers, under terms similar to our corporate licences
- NHS licensing generates approximately **£2.6m** of CLA revenue annually

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CLA Licence Plus for the NHS

- Over a decade ago, NHS in England was **questioning value and relevance** of CLA licensing and threatening to **cancel** claiming that all content was available through subscriptions now
- CLA also licenses the British Library and other organisations for **Document Delivery**. In 2015, CLA began **bundling** a fixed amount of copyright-fee-paid **Document Delivery** articles from British Library, free at the point of use, with the annual licence fee, paid for by the Department of Health – branded as **Licence Plus**
- This allowed CLA visibility of the articles the NHS **weren't getting through subscriptions**, ordered **direct** from the British Library. Accounting for Licence Plus was manual behind-the-scenes, with the British Library reimbursed for the service by CLA
- Accounting included data on which articles were supplied, providing valuable **distribution data** and **evidence of the ongoing need for the NHS to hold a CLA licence** for copying

Engagement Case Study

Evolving User Needs

- Over the years, NHS in England scheme was **expanded** to include content ordered from Reprints Desk (now Research Solutions) and other suppliers
- Framework was expanded to **Scotland, Wales and NI**
- NHS libraries were happy with the service but wanted permission to store everything they ordered from British Library and RD/RS in a **central, searchable repository**
- This was **not permitted** by the terms of the CLA licence but we wanted to provide a **comparable solution** to their requirement: to access previously purchased articles **without paying twice** for the same content

NHS Licensing

Licence Plus Document Delivery interface

- In January 2020 CLA launched an online interface for NHS libraries – a white-label version of the RD/RS ordering system: **CLA Licence Plus Document Delivery**
- the LPDD interface **streamlines** ordering of articles under Licence Plus
- Allows users to **reorder** articles previously ordered from either British Library or Reprints Desk without paying twice (not a central repository)
- **Displays** spend or number of articles remaining in Licence Plus allocation, in close to real time
- **Checks** whether a journal is covered under the CLA NHS Licence for copying and storage, using the **Check Permissions API**
- Checks for **Open Access** version and delivers this where available at no charge

NHS Licensing

Licence Plus Document Delivery in 2025

Welcome to Licence Plus
Document Delivery
Login to get started

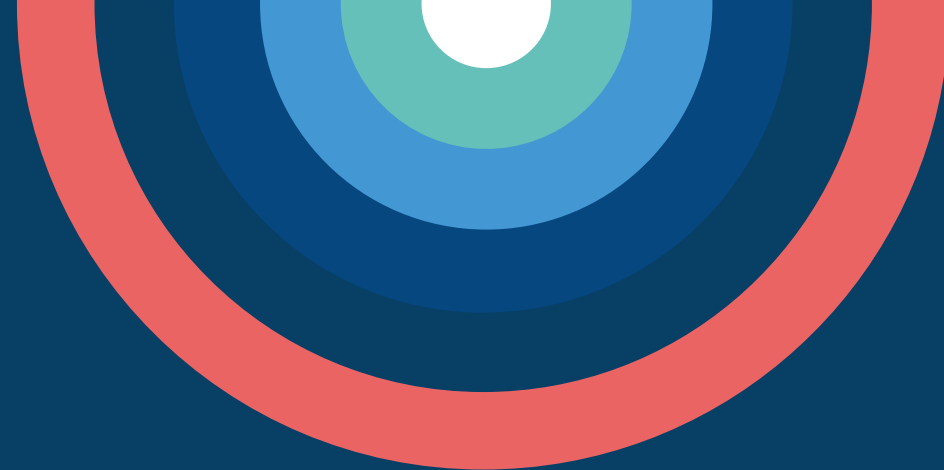
Need an account?

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- **All NHS regions** now using LPDD tool for ordering Licence Plus content
- Core of **CLA's offer to the NHS**
- Over **100,000** articles now ordered and supplied under Licence Plus
- More than **250** NHS information managers use the system annually
- **Usage data** informs distribution of CLA licence fee to rightsholders

Engagement Strategies

- **Understand** a sector's use of content and rights, and how these interact
- Explore their **pain points**
- Develop a **solution**
- Look for **win-win**, even if the win for the RRO is **stability**, **engagement** and **usage data** rather than additional revenue
- Work with **third parties** if necessary – building technology for a specific sector is expensive
- **Evolve the solution** based on user need



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