



Sixth Form Colleges
Association

THE VOICE OF SIXTH FORM EDUCATION

A GUIDE TO COPYRIGHT LICENSING



The word copyright often prompts alarm in those who hear it. After all, copyright is rarely in the press for a good reason – it often seems to be about courts, lawsuits and fines.



Of course, there have been some high-profile cases of copyright infringement. But to focus on those alone is to overlook how copyright helps to protect the work of all those in the creative industries, and to foster an environment of mutual respect amongst creators and users of content. And of course it is very possible that your students will go on to work in these creative industries, make livelihoods out of their creative skills, and they will undoubtedly go on to be consumers of the creative output of others.



Understanding copyright then isn't just about legalese, it's sewn into the fabric of what we do each day, and particularly as educators of young people.

Copyright law has been long established in the UK, and helps to protect the intellectual property of creators. When an original work is created in material form, it is automatically protected by copyright. The creator doesn't even necessarily have to register the work, or apply for copyright – though often creators are advised to post a copy of the work to themselves to prove the date of creation.

What this essentially means is that if you want to copy or re-use material someone else has made, you need to secure the permission to do so, and to make sure you are respecting the moral and economic rights of creators.



Sometimes the permission is given because the use you want to make of the work is limited. This is where the exceptions to copyright come in. Some relate to teaching, such as for the purpose of illustration – just flashing a line of a novel up on an IWB in a lesson is unlikely to need the consent of the creator for instance – and so you may be able to conduct this activity without express permission. For more information on the exceptions, and the conditions in which you can use them, visit the Intellectual Property Office www.gov.uk/guidance/exceptions-to-copyright

It's unlikely however that the exceptions, being as they are more limited, will cover all your intended copying in a Sixth Form College, and that's where blanket licences, like that which CLA manages, step in.

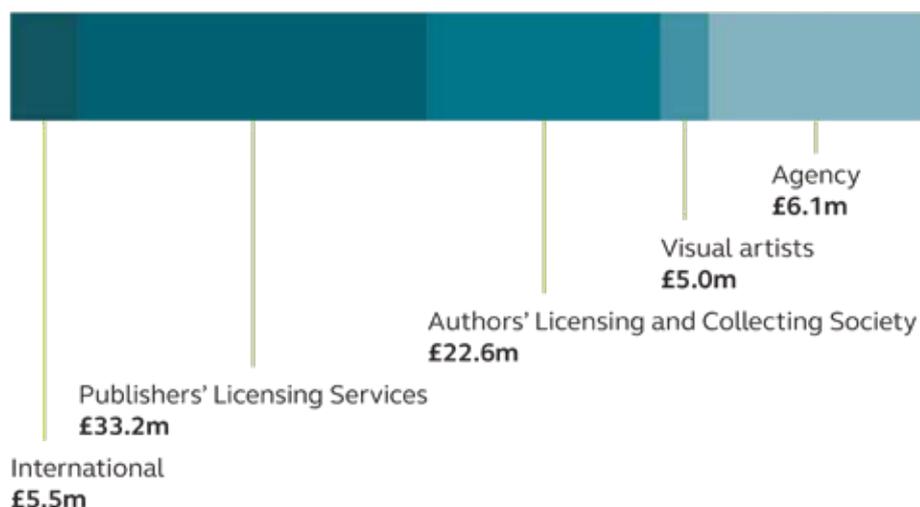
Rather than an individual spending time and money on securing direct permissions every time they wish to re-use material, a blanket licence gives overall cover and more peace of mind that the copying complies with copyright law. As such, a blanket licence is an easy and efficient way for an educational institution to manage the copying of all its staff members.

There are various copyright licences that you could buy, each one representing a different type of creator and different media. CLA represents authors, publishers and visual artists; NLA Media Access represents journalists; PRS and PPL represent musicians. Creators can choose to opt their work into a blanket licensing scheme managed by one of these organisations.

Once operating costs are deducted, the licence fees collected are distributed back to the creators of the original material copied or re-used, helping the UK creative industries to continue to thrive.



WHERE DO CLA FEES GO?



The CLA Education Licence, that is rolled into your SFCA membership subscription, not only supports creators, but can also help support a healthy diet of resources for your students. The Licence covers print and digital copying of extracts from materials your institution owns, including print and digital:

- Books
- Journals
- Magazines
- & certain website content



CLA also holds agreements with overseas publishers and nearly 40 overseas territories, so that their material can be copied under the terms of our licence, together with most UK works. As such specialist texts and different national perspectives can be incorporated into your print coursepacks, VLE scans or extracts emailed to students.

The Licence can therefore be used to provide stretch and support, variety and engagement, on site learning and remote access across your institution.

You can help support your staff understand the licence they are covered by with some simple steps. We have produced a user-friendly Notice for Display www.tinyurl.com/y5t2tgfy which will remind staff members of the key terms of the licence. Teachers have commented that when this is placed near reprographic equipment, the poster is a useful reminder of the licence at the point of copying.



In addition, our guide to using images www.tinyurl.com/y43mhz7q can support both teachers and students when sourcing images for lesson resources and presentations.



CLA's mission is to make access to published materials even easier for educators. We are investing in research and workflows that will make page to copy to student even easier. From June 2019, institutions with a CLA Education Licence will be eligible to start using our Education Platform, currently in development.

This online platform will give your institution staff access to digital copies of your institution's book holdings. From your work desktop or home laptop, the books owned by your whole institution can be browsed, selected, and copies of pages created in a couple of clicks. Furthermore, copies made can be shared via secure link with students, and stored for future use so that you can reinstate copies for next year's cohort – without having to rifle through the filing cabinet.

We are currently trialling the Education Platform to road-test it with pilot institutions, but if you are interested in the chance to onboard to the platform from Summer 2019, we have a dedicated Education Platform page www.cla.co.uk/educationplatform complete with demo video. We welcome you to register your interest – this will ensure you're invited to development webinars, receive monthly bulletins, and hear how your institution can start benefiting from the Education Platform when we begin onboarding licensed institutions later this year.

FOR MORE INFORMATION...



If you are interested in finding more about CLA and our work, what you would like to do with your resourcing, or how we can help make student access to materials easier, we'd be delighted to hear from you. Email any questions, queries, or to find out more about how to maximise use of your licence:

✉ support@claedqueries.zendesk.com

And just remember, that every time you use your CLA Licence to copy, you're helping support creators, like SFCA's very own Bill Watkin, as told in his recent CLA blog:

 www.cla.co.uk/blog/further-education/published-teacher