Registered number: 08039699

IEC EXPERIENCE LIMITED

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2016

IEC EXPERIENCE LIMITED

COMPANY INFORMATION

Directors	J Withers C U Nicol N J Eastwood D Armstrong J C M Parker A L Gibb
Registered number	08039699
Registered office	Ricoh Arena Judds Lane Coventry CV6 6AQ
Independent auditors	PricewaterhouseCoopers LLP Cardiff CF10 3PW

IEC EXPERIENCE LIMITED

CONTENTS

STRATEGIC REPORT
FOR THE YEAR ENDED 30 JUNE 2016

Introduction

The directors present their strategic report for the year ended 30th June 2016

Business review

IEC Experience Limited ("IEC") is a joint venture company between Arena Coventry Limited ("ACL") and Compass Group UK Limited ("Compass"). Formed in April 2012, ACL and Compass have now paved the way for a best in class catering, exhibition, conference and hospitality service for visitors to the Ricoh Arena, Coventry ("Arena").

Food and beverage sales improved significantly up 52%, with the highest level of activity at the Arena in the last 12 months.

Conference and Exhibition income performed well with much of this growth a result of the inclusion of a full year trading and a change in strategy to take on long term profitable contracts, that require multi facets of the Group.

Transport links to the area have been improved with the opening of the Arena Railway station which has further improved the accessibility for events.

The DoubleTree by Hilton was completed in the year and opened fully in February 2016 and initial income since the opening has improved significantly with above target return on investment. Hotel revenue for the first quarter of 2016/17 is 62% up on the previous year.

The loss on ordinary activities, before taxation, amounted to £268,320 (2015: loss of £287,285)

Principal risks and uncertainties

Over the last few years the Company has proven that even without a principal sporting attraction it can operate and sustain itself. With the demonstrable strong performance of the core business this year supported by the contribution of Wasps Rugby to footfall and the DoubleTree by Hilton the business remains in a strong position going forward.

The loss of key accounts is deemed a risk but one that the business believes that it can replace within the existing market.

Financial key performance indicators

IEC measures its performance based on both financial and non-financial KPIs. The KPIs are:

	2016	**2015**
- Total event days:	139	121
- EBITDA (£'000)	167	98
- Hotel Rev Par - Revenue achieved for the rooms available; and	£41.72	£36.00
- Food and Beverage spend per head (Rugby).	£5.81	£4.97

This report was approved by the board on 31 March 2017 and signed on its behalf.

D Armstrong
Director

DIRECTORS' REPORT
FOR THE YEAR ENDED 30 JUNE 2016

The directors present their report and the financial statements for the year ended 30 June 2016.

Statement of directors' responsibilities in respect of the financial statements

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under the law the directors have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 101 "Reduced Disclosure Framework", and the applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. The directors are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Results and dividends

The loss for the year, after taxation, amounted to £268,320 *(2015 - loss £287,285)*. The directors do not propose payment of a dividend (2015: £nil).

Directors

The directors who served during the year were:

J Withers
C U Nicol
N J Eastwood
D Armstrong
J C M Parker
A L Gibb

Future developments

The Company and Compass Group UK have now paved the way for a best in class catering, exhibition, conference and hospitality service for visitors to the leisure destination. Food and beverage sales improved significantly up 52%, with the highest level of activity know at the Arena in the last 12 months. Conference and Exhibition income performed well with much of this growth a result of the inclusion of a full year trading and a change in strategy to take on long term profitable contracts, that require multi facets of the Group. The outlook for IEC continues to be positive with growth in conferences and events in 2016/17.

DIRECTORS' REPORT (CONTINUED)
FOR THE YEAR ENDED 30 JUNE 2016

Disclosure of information to auditors

Each of the persons who are directors at the time when this Directors' Report is approved has confirmed that:

- so far as that director is aware, there is no relevant audit information of which the Company's auditors are unaware, and
- that director has taken all the steps that ought to have been taken as a director in order to be aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

Post balance sheet events

There have been no significant events affecting the Company since the year end.

Auditors

The auditors, PricewaterhouseCoopers LLP, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

This report was approved by the board on 31 March 2017 and signed on its behalf.

D Armstrong
Director

IEC EXPERIENCE LIMITED

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF IEC EXPERIENCE LIMITED

Report on the financial statements

Our opinion
In our opinion, IEC Experience Limited's financial statements (the "financial statements"):

- give a true and fair view of the state of the company's affairs as at 30 June 2016 and of its loss for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

What we have audited

The financial statements, included within the Annual Report and Financial Statements (the "Annual Report"), comprise:

- the balance sheet as at 30 June 2016;
- the statement of comprehensive income for the year then ended;
- the statement of changes in equity for the year then ended; and
- the notes to the financial statements, which include a summary of significant accounting policies and other explanatory information.

The financial reporting framework that has been applied in the preparation of the financial statements is United Kingdom Accounting Standards, comprising FRS 101 "Reduced Disclosure Framework", and applicable law (United Kingdom Generally Accepted Accounting Practice).

In applying the financial reporting framework, the directors have made a number of subjective judgements, for example in respect of significant accounting estimates. In making such estimates, they have made assumptions and considered future events.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, the information given in the Strategic Report and the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Other matters on which we are required to report by exception

Adequacy of accounting records and information and explanations received

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- we have not received all the information and explanations we require for our audit; or
- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

Directors' remuneration
Under the Companies Act 2006 we are required to report to you if, in our opinion, certain disclosures of directors' remuneration specified by law are not made. We have no exceptions to report arising from this responsibility.

INDEPENDENT AUDITORS' REPORT TO THE SHAREHOLDERS OF IEC EXPERIENCE LIMITED (CONTINUED)

Responsibilities for the financial statements and the audit

Our responsibilities and those of the directors

As explained more fully in the Directors' responsibilities statement set out on page 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland) ("ISAs (UK & Ireland)"). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing

What an audit of financial statements involves

We conducted our audit in accordance with ISAs (UK & Ireland). An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of:

- whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed;
- the reasonableness of significant accounting estimates made by the directors; and
- the overall presentation of the financial statements.

We primarily focus our work in these areas by assessing the directors' judgements against available evidence, forming our own judgements, and evaluating the disclosures in the financial statements.

We test and examine information, using sampling and other auditing techniques, to the extent we consider necessary to provide a reasonable basis for us to draw conclusions. We obtain audit evidence through testing the effectiveness of controls, substantive procedures or a combination of both.

In addition, we read all the financial and non-financial information in the Annual Report to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Mark Ellis (Senior Statutory Auditor)

for and behalf of PricewaterhouseCoopers LLP
Chartered Accountants and Statutory Auditors
Cardiff

31 March 2017

IEC EXPERIENCE LIMITED

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2016

	Note	2016 £	*2015* *£*
Turnover	4	**15,043,976**	*13,747,535*
Cost of sales		**(9,966,462)**	*(8,983,924)*
Gross profit		**5,077,514**	*4,763,611*
Administrative expenses		**(5,345,834)**	*(5,050,896)*
Loss before tax		**(268,320)**	*(287,285)*
Tax on loss	8	**-**	*-*
Loss for the year		**(268,320)**	*(287,285)*

There were no other comprehensive income for 2016 (2015:£nil).

IEC EXPERIENCE LIMITED
REGISTERED NUMBER: 08039699

BALANCE SHEET
AS AT 30 JUNE 2016

	Note	£	2016 £	£	2015 £
Intangible assets	9		2,895,109		3,160,225
Tangible assets	10		505,961		387,147
			3,401,070		3,547,372
Current assets					
Stocks	11	101,764		-	
Debtors: amounts falling due within one year	12	2,188,653		2,163,850	
Cash at bank and in hand	13	527,195		904,608	
		2,817,612		3,068,458	
Creditors: amounts falling due within one year	14	(3,304,594)		(3,433,422)	
Net current liabilities			(486,982)		(364,964)
Total assets less current liabilities			2,914,088		3,182,408
Net assets			2,914,088		3,182,408
Capital and reserves					
Called up share capital	16		100		100
Share premium account			3,999,977		3,999,977
Profit and loss account			(1,085,989)		(817,669)
			2,914,088		3,182,408

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 31 March 2017.

D Armstrong
Director

The notes on pages 10 to 20 form part of these financial statements.

IEC EXPERIENCE LIMITED

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2016

	Called up share capital	Share premium account	Profit and loss account	Total equity
	£	£	£	£
At 1 July 2015	100	3,999,977	(817,669)	3,182,408
Comprehensive income for the year				
Loss for the year	-	-	(268,320)	(268,320)
At 30 June 2016	**100**	**3,999,977**	**(1,085,989)**	**2,914,088**

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2015

	Called up share capital	Share premium account	Profit and loss account	Total equity
	£	£	£	£
At 1 June 2014	**100**	**3,999,977**	**(530,384)**	**3,469,693**
Comprehensive income for the period				
Loss for the period	**-**	**-**	**(287,285)**	**(287,285)**
At 30 June 2015	**100**	**3,999,977**	**(817,669)**	**3,182,408**

The notes on pages 10 to 20 form part of these financial statements.

1. General information

The company is a private company limited by share capital incorporated and domiciled in England and Wales. The principal activity of the business is the provision of catering, exhibition, conference and hospitality services for visitors to the Ricoh Arena, Coventry.

The address of its registered office is:
Ricoh Arena
Judds Lane
Coventry
CV6 6AQ

These financial statements were authorised for issue by the Board on 23 March 2017.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 101 'Reduced Disclosure Framework' and the Companies Act 2006.

The preparation of financial statements in compliance with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the Company's accounting policies (see note 3).

The Company has taken advantage of the following disclosure exemptions under FRS101:
(a) the requirements of FRS 7 Financial Instruments: Disclosures;
(b) the requirements of paragraphs 91-99 of IFRS 13 Fair Value Measurement;
(c) the requirements of paragraphs 10(d), 10(f), 39(c) and 134-136 of IAS 1 Preparation of Financial Statements;
(d) the requirements of IFRS 7 Statement of Cash Flows;
(e) the requirements of paragraphs 30 and 31 of IAS 8 Accounting Policies, Changes in Accounting Estimates and Errors;
(f) the requirements of paragraphs 17 of IAS 24 Related Party Disclosures (key management personnel); and
(g) the requirements in IAS 24 Related Party Disclosures to disclose related party transactions entered into between two or more members of a group, provided that any subsidiary that is a party to the transaction is wholly owned by such a member.

Going Concern
In order to assess the adequacy of the financial facilities available to the Company, the directors of the Parent Company, Wasps Holdings Limited, for which the Company is a subsidiary and a member of the Group comprising the Parent Company and their other subsidiaries, have prepared cash flow forecasts for the 12 months from the date of signing of these accounts, together with a higher level five-year plan. These forecasts show the Group moving from its current loss-making position to generating sufficient profits to remain within it's committed lending facilities, and to meet the financial covenants associated with the Retail Bond. The directors are satisfied that sufficient headroom exists in the forecasts to absorb reasonable sensitivity analysis, and that existing shareholder support will continue to be forthcoming in the event of a cash shortfall.

The directors therefore have a reasonable expectation that the company has adequate resources to continue in operational existence for the forseeable future and have continued to adopt the going concern basis in preparing the financial statements.

2. Accounting policies (continued)

2.2 Revenue

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured. Revenue is measured as the fair value of the consideration received or receivable, excluding discounts, rebates, value added tax and other sales taxes. The following criteria must also be met before revenue is recognised:

Sale of goods

Revenue from the sale of goods is recognised when all of the following conditions are satisfied:

- the Company has transferred the significant risks and rewards of ownership to the buyer;
- the Company retains neither continuing managerial involvement to the degree usually associated with ownership nor effective control over the goods sold;
- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the transaction; and
- the costs incurred or to be incurred in respect of the transaction can be measured reliably.

Rendering of services

Revenue from a contract to provide services is recognised in the period in which the services are provided in accordance with the stage of completion of the contract when all of the following conditions are satisfied:

- the amount of revenue can be measured reliably;
- it is probable that the Company will receive the consideration due under the contract;
- the stage of completion of the contract at the end of the reporting period can be measured reliably; and
- the costs incurred and the costs to complete the contract can be measured reliably.

2.3 Intangible assets

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

2.4 Tangible fixed assets

Tangible fixed assets under the cost model are stated at historical cost less accumulated depreciation and any accumulated impairment losses. Historical cost includes expenditure that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management.

2. Accounting policies (continued)

2.4 Tangible fixed assets (continued)

Depreciation is charged so as to allocate the cost of assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Fixtures and fittings	-	20%
Computer equipment	-	33%
Catering equipment	-	33%

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in the Statement of Comprehensive Income.

2.5 Stocks

Stocks are stated at the lower of cost and net realisable value, being the estimated selling price less costs to complete and sell. Cost is based on the cost of purchase on a first in, first out basis. Work in progress and finished goods include labour and attributable overheads.

At each balance sheet date, stocks are assessed for impairment. If stock is impaired, the carrying amount is reduced to its selling price less costs to complete and sell. The impairment loss is recognised immediately in profit or loss.

2.6 Debtors

Short term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.7 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

2.8 Financial instruments

The Company recognises financial instruments when it becomes a party to the contractual arrangements of the instrument. Financial instruments are de-recognised when they are discharged or when the contractual terms expire. The Company's accounting policies in respect of financial instruments transactions are explained below:

Financial assets

The Company classifies all of its financial assets as loans and receivables.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers (e.g. trade receivables), but also incorporate other types of contractual monetary asset. They are initially recognised at fair value plus transaction costs that are directly attributable to their acquisition or issue, and are subsequently carried at amortised cost using the effective interest rate method, less provision for impairment.

2. Accounting policies (continued)

2.8 Financial instruments (continued)

Impairment provisions are recognised when there is objective evidence (such as significant financial difficulties on the part of the counterparty or default or significant delay in payment) that the Company will be unable to collect all of the amounts due under the terms receivable, the amount of such a provision being the difference between the net carrying amount and the present value of the future expected cash flows associated with the impaired receivable. For trade receivables, which are reported net, such provisions are recorded in a separate allowance account with the loss being recognised within administrative expenses in the Profit and Loss Account. On confirmation that the trade receivable will not be collected, the gross carrying value of the asset is written off against the associated provision.

Financial liabilities

The Company classifies all of its financial liabilities as liabilities at amortised cost.

At amortised cost

Financial liabilities at amortised cost including bank borrowings are initially recognised at fair value net of any transaction costs directly attributable to the issue of the instrument. Such interest bearing liabilities are subsequently measured at amortised cost using the effective interest rate method, which ensures that any interest expense over the period to repayment is at a constant rate on the balance of the liability carried into the Balance Sheet.

2.9 Creditors

Creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers

Creditors are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

2.10 Operating leases: the Company as lessee

Rentals paid under operating leases are charged to the profit and loss account on a straight line basis over the lease term.

Benefits received and receivable as an incentive to sign an operating lease are recognised on a straight line basis over the period until the date the rent is expected to be adjusted to the prevailing market rate.

The Group has taken advantage of the optional exemption available on transition to FRS 102 which allows lease incentives on leases entered into before the date of transition to the standard 01 June 2014 to continue to be charged over the period to the first market rent review rather than the term of the lease.

3. Judgments in applying accounting policies and key sources of estimation uncertainty

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Key accounting estimates and assumptions
The Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are addressed below.

Intangible fixed assets
In assessing whether the value of the hospitality rights have been impaired in light of reported current and historic losses, the Board have considered the expected future results of the Company, which are designed to be predictable and in line with past performance. Therefore the Board do not consider these to be any indication of impairment to the intangible assets.

4. Turnover

An analysis of turnover by class of business is as follows:

	2016 £	*2015 £*
Conference and exhibition income	**15,043,976**	*13,747,535*
	15,043,976	*13,747,535*

All turnover arose within the United Kingdom.

5. Operating loss

The operating loss is stated after charging:

	2016 £	*2015 £*
Depreciation of tangible fixed assets	**170,376**	*97,821*
Amortisation of intangible assets, including goodwill	**265,116**	*287,285*

During the year, no director received any emoluments *(2015 - £NIL)*.

6. Auditors' remuneration

The company paid the following amounts to its auditors in respect of the audit of the financial statements and for other services provided to the Company:

	2016 £	*2015 £*
Fees for the audit of the Company	**12,500**	*12,500*
	12,500	*12,500*

7. Employees

The Company has no employees other than the directors, who did not receive any remuneration *(2015 - £NIL)*.

8. Taxation

Factors affecting tax charge for the year/period

The tax assessed for the year is higher than *(2015 - higher than)* the standard rate of corporation tax in the UK of 20% *(2015 - 20%)*. The differences are explained below:

	2016 £	*2015* *£*
Loss on ordinary activities before tax	**(268,320)**	*(287,285)*
Loss on ordinary activities multiplied by standard rate of corporation tax in the UK of 20% (2015 - 20%)	**(53,664)**	*(57,457)*
Effects of:		
Capital allowances for year in excess of depreciation	**20,220**	*23,467*
Increase from tax losses for which no deferred tax asset was recognised	**33,444**	*33,990*
Total tax charge for the year	**-**	*-*

During the year the UK corporation tax rate remained at 20%. Following Budget 2016 announcements, there will be a further reduction in the main rate of corporation tax to 19% from 1 April 2017.

Changes to the UK corporation tax rates were substantively enacted as part of the Finance Bill 2015 (on 26 October 2015) and Finance Bill 2016 (on 7 September 2016). These include reductions to the main rate to reduce the rate to 19% from 1 April 2017 and to 17% from 1 April 2020.

Where applicable, deferred taxes at the balance sheet date have been measured using these enacted rates and reflected in these financial statements.

A deferred tax asset has not been recognised in respect of unrelieved losses as the directors believe there to be insufficient evidence that is is more likely than not that the asset will be recovered. The asset will be recovered when relevant profits are earned which the timing difference concerned can be offset. The amount of the asset not recognised at 30 June 2016 is approximately £213,000 at 19% (2015: £159,000 at 20%.

9. Intangible assets

	Hospitality Rights £
Cost	
At 1 July 2015	**4,000,000**
At 30 June 2016	**4,000,000**
Amortisation	
At 1 July 2015	**839,775**
Charge for the year	**265,116**
At 30 June 2016	**1,104,891**
Net book value	
At 30 June 2016	**2,895,109**
At 30 June 2015	*3,160,225*

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016

10. Tangible fixed assets

	Fixtures and fittings	Computer equipment	Total
	£	£	£
Cost or valuation			
At 1 July 2015	184,717	338,540	523,257
Additions	41,680	247,510	289,190
At 30 June 2016	226,397	586,050	812,447
Depreciation			
At 1 July 2015	72,728	63,382	136,110
Charge owned for the period	44,474	125,902	170,376
At 30 June 2016	117,202	189,284	306,486
Net book value			
At 30 June 2016	109,195	396,766	505,961
At 30 June 2015	*111,989*	*275,158*	*387,147*

11. Stocks

	2016	*2015*
	£	*£*
Finished goods and goods for resale	101,764	-
	101,764	-

Stock is stated after provision for impairment of £nil (2015: £nil).

12. Debtors

	2016	*2015*
	£	*£*
Trade debtors	1,144,285	*1,828,546*
Amounts owed by group undertakings	600,500	-
Other debtors	144,884	*211,935*
Prepayments and accrued income	298,984	*123,369*
	2,188,653	*2,163,850*

12. Debtors (continued)

Amounts due from group undertakings are unsecured, interest-free and are repayable on demand.

13. Cash and cash equivalents

	2016 £	2015 £
Cash at bank and in hand	527,195	904,608
	527,195	904,608

14. Creditors: Amounts falling due within one year

	2016 £	2015 £
Trade creditors	2,116,480	2,223,145
Amounts owed to group undertakings	759,804	-
Taxation and social security	9,969	101,795
Accruals and deferred income	418,341	1,108,482
	3,304,594	3,433,422

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016

15. Financial instruments

	2016 £	2015 £
Financial assets		
Financial assets measured at fair value through profit or loss	**527,195**	*904,608*
Financial assets that are debt instruments measured at amortised cost	**2,082,530**	*2,065,606*
	2,609,725	*2,970,214*
Financial liabilities		
Financial liabilities measured at amortised cost	**(3,294,625)**	*(3,331,627)*
	(3,294,625)	*(3,331,627)*

The company is exposed to risks arising from the use of financial instruments. This note describes the company's objectives, policies and processes for managing those risks and the methods used to measure them.

The principal financial instruments used by the company, from which financial instruments risk arises, are trade receiveables, cash and cash equivalents, other receivables and financial liabilities.

The company is exposed through it's operations to the following financial instrument risk: credit risk and liquidity risk.

The policy for managing these risks is set by the Board. The overall objective of the Board is to set policies that seek to reduce risk as far as possible without unduly affecting the company's competitiveness and flexibility. The policy for each of the above risks is described in more detail below.

Credit risk and impairment
Credit risk arises from the company's trade receivables. It is the risk that the counterparty fails to discharge their obligation in respect of the instrument. The company is mainly exposed to credit risk from credit sales. It is the company's policy, implemented locally, to assess the credit risk of new customers before entering into contracts. Such credit ratings are then factored into the credit assessment to determing the appropriate credit limit for each customer. The company does not enter into derivatives to manage credit risk.

All cash is held with A-rated banks

Other than cash held by the company's bank at 30 June 2016 there are no other significant concentrations of credit risk within the company at the balance sheet date.

Liquidity risk
Liquidity risk arises from the company's management of working capital. It is the risk that the company will encounter difficulty in meeting its financial obligations as they fall due.

The liquidity of the company is managed and monitored by the Board. The level of the company's facilities are approved periodically by the Board of the wider Group. At the balance sheet date, cash flow projections were considered by the Board who believe that that the company has sufficient funds available to meet obligations as they fall due, under all reasonably expected circumstances.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2016

16. Share capital

	2016	2015
	£	£
Authorised, allotted, called up and fully paid		
77 A Ordinary Shares shares of £1 each	77	77
23 B Ordinary Shares shares of £1 each	23	23
	100	100

17. Related party transactions

Letheby & Christopher Ltd (a company in which a director of IEC Experience Limited sits on the Board) The company received income of £500,000 (2015 - £101,052) and at the year end was owed £Nil (2015 - £1,627). The Group incurred costs of £10,678,109 (2015 - £9,905,220) and at the end of the year owed £1,588,596 (2015 - £991,497).

Arena Coventry Limited (a company which has significant influence over IEC Experience Limited)

The company received income of £157,594 (2015: £747,995) and incurred costs of £2,902,162 (2015: £2,579,231). At the period end the amount due to/(from) Arena Coventry Limited was £759,804 (2015: £632,078).

18. Controlling party

The company's immediate parent is Arena Coventry Limited. The ultimate parent is Moonstone Holdings Limited, a company incorporated in Malta. The ultimate controlling party is D A Richardson.

The parent of the largest and smallest group in which these financial statements are consolidated is Wasps Holdings Limited, incorporated in England and Wales.

The address of Wasps Holdings Limited is:
Ricoh Arena, Judds Lane, Longford, Coventry, CV6 6AQ

The consolidated financial statement of Wasps Holdings Limited are available upon request from the registered office.