

# Kc4business Ltd joins forces with BATTLESPACE for SSAFA

Business management consultancy Kc4business Ltd has thrown its support behind Julian Nettlefold and Battlespace for this special SSAFA edition.

Director Kathryn Clamp is delighted to support this special Battlespace annual publication to help raise money for this incredibly worthy cause.

It comes at a challenging time for many charities with events and fundraisers cancelled or postponed – including the annual Chepstow Race Day organised by Battlespace for SSAFA.

Kathryn's outsource business development and sales support consultancy kc4business Ltd has previously supported events.

Kathryn, a longstanding business associate of Battlespace editor Julian, said: *"The pandemic may have affected events but that doesn't mean we can't support charities and good causes."*

*"I am so pleased that Julian and Battlespace have provided this opportunity to once again help SSAFA, which does such important work."*

*"It is an honour for kc4business to be a sponsor for this year's special edition."*

*"It's a long time and a world away from the last SSAFA Chepstow Race Day in November 2019 but I am very much looking forward to joining in the next day when restrictions allow."*

SSAFA's is a cause close to Kathryn's heart as she served in the British Army at the start of her career.

She was a Staff Clerk in the Women's Royal Army Corps (WRAC) with postings including an attachment to the Royal Engineers with the British Army on the Rhine (BAOR).

During this time Kathryn was involved in operational programmes and possessed high level security clearance.

After leaving the army, Kathryn worked as a business account manager and member of the UK management team at leading electrical component manufacturer for more than 20 years.

She launched kc4business Ltd after being made redundant. Her consultancy – based in Thame, Oxfordshire – celebrated its fifth anniversary last October.

kc4business Ltd offers an extension of businesses without the cost and need to commit to a full-time member of staff.

Its diverse range of outsourcing services include relationship building within the supply chain, support for preparation and attendance at major trade shows, development of new and existing customers, and following up potential new clients.

As an example, a client may wish to outsource the development of new or existing customers; the client may need help in relationship building within a supply chain; they may require support at trade shows – administering, staffing the stand installation – or finding and developing new contacts and following up potential new customers.

Kc4business Ltd has a host of new and exciting business development projects underway in defence, aerospace, rail and energy despite the Covid pandemic – especially in cutting-edge sectors.

In defence and aerospace, she is a member of the NDI defence trade body, Team Defence Information and the Farnborough Aerospace Consortium (FAC).

She also sat on the SME defence committee of the ADS trade body for aerospace, defence, security and space for many years.

Kathryn is hoping some trade shows go ahead later this year although much depends on Covid.

They include Defence and Security Equipment International (DSEI) at the Excel centre in London in September.

Kathryn has previously sponsored refreshments in the defence trade body NDI's Pavilion at the show – and aims to do so again this year.

She said: *"Trade shows are the lifeblood of many sectors with the opportunity to make new contacts and build personal relationships."*

The Soldiers, Sailors, Airmen and Families Association (SSAFA) – the Armed Forces Charity – is a UK charity that provides lifelong support to serving men and women and veterans from the British Armed Forces and their families or dependents.

Visit: <https://www.ssafa.org.uk/> for more details about SSAFA.

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