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## Olympic effect stays local

The Olympic effect is helping some small businesses, but chiefly those close to where the games are being held, according to business referral figures released by the networking club BNI.

Local chapter members of BNI in north-east London were able to pass more qualified business leads between one another than any other geographic area in the BNI's European network of clubs.

Much of this was down

to people telling others about the supplier contracts linked to the construction of the Olympic Park in nearby Stratford, according to Charlie Lawson, BNI national director for the UK and Ireland.

"We know business people from this region are close knit and actively help colleagues build their respective businesses through the giving of their time, services and support," he said.