

Consell de Formentera president Alejandra Ferrer was joined today by territory chief Rafael González for the launch of *Formentera es cuida a cada racó*—an effort to promote the beautification of urban spaces starting this November and set to continue through the month of April whose name roughly translates as "Formentera, every corner counts". The campaign will see the rollout of simplified, faster permit processing and reduced fees to perform rehabilitation work and upgrades in towns. "The aim is to encourage islanders and business owners to play a part in elevating our towns", said President Ferrer.

Ferrer indicated the Consell would additionally expand repairs and upkeep at public spaces like gardens, parks and municipal buildings. "With Covid-19 and everything that has come along with it this year, upgrades are one way that islanders and our local administration can take part in kickstarting Formentera's economy", she said. Besides works projects carried out by Consell employees, other upgrades are expected to be contracted out to hometown companies in an additional boost to the sector.

To turbocharge the effort, the Consell plans to work with the island's small- and medium-sized business group (Pimef), the Formentera Chamber of Commerce, housing associations, property managers, construction firms and retail spaces on reduced fees and fast-tracked processing of upgrade permit requests for aesthetic improvements to buildings and surrounding spaces.

Tax breaks and expedited permits

Rafael González explained that preferential rates would apply to fees and taxes on maintenance and improvements but not new builds or added square footage. Fees will be waived completely and taxes will be reduced 95 per cent — the maximum markdown allowed by law. Moreover, the conseller said that islanders hoping to execute projects would only need to communicate plans to the Consell by filling out two forms, in person at the OAC or online via the OVAC, and work could begin within 24 hours. Complete details on the "every corner" campaign are available on the OVAC, with the Formentera Department of Urbanism fielding inquiries via email urbanisme@conselldeformentera.cat or in appointments scheduled over the phone.

"The idea is to enrich our towns and scenery, ultimately two of Formentera's most valuable assets", said President Ferrer. The premiere asserted those assets would "make us more

competitive as a destination, and to get there we intend to leverage the collaboration of every resident and the impulse of the public sector.”

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