

Updated Advisory for Safe Management Measures at Retail Establishments and Lifestyle-Related Services

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Who Should Know:

Mall developers, building owners, retail business owners

Effective Date:

14 Jun 2021

1. The Multi-Ministry Taskforce (MTF) announced a calibrated reopening to Phase 3 (Heightened Alert) starting with Stage 1 on 14 June 2021, and a further reopening with Stage 2 on 21 June 2021.
2. To provide a safe environment for customers and workers, retail establishments and lifestyle-related services currently in operation must implement [Safe Management Measures \(SMMs\)](#), as required by the Ministry of Manpower (MOM) and comply with the COVID-19 (Temporary Measures) (Control Order) Regulations.
3. In addition, retail establishments and lifestyle-related services are required to comply with the measures set out by Enterprise Singapore (ESG), Housing & Development Board (HDB), Singapore Tourism Board (STB) and Urban Redevelopment Authority (URA) in this document. Establishments required to comply with these measures include malls, supermarkets and standalone stores¹. The information in this document supersedes that in previous advisories or statements.

Latest updates for Retail establishments

4. **From 21 June 2021**, F&B establishments are allowed to resume food service operations², with dining groups of up to 2 persons.
 - a. As such, malls need not designate and demarcate a dining area for their own employees and mobile workers (such as taxi and private hire car drivers, food delivery personnel and SDAs) to take their meals.

5. From **14 June 2021**, retail establishments and lifestyle-related services are to comply with the following:
 - a. Social gatherings of **up to 5 persons are allowed**. In line with this, retail establishments are to ensure at least one-metre spacing between groups of customers (of up to 5 persons). Malls should also ensure that crowds do not gather at atriums or common spaces, and discourage the consumption of food and drinks at such spaces.
 - b. **The occupancy limit for malls and large standalone stores³ is increased to 1 person per 10 sqm of Gross Floor Area (GFA)** (see paragraphs 11 and 12). During this period, retail establishments should avoid holding any events and promotions that will result in crowding at their physical premises in a manner which is non-compliant with the SMMs.
 - c. **The operating capacity of Commercial Family Entertainment Centres is kept to a maximum of 1 person per 10 sqm of usable space or 50% operating capacity, whichever is lower⁴** (see [Annex C \[PDF, 206KB\]](#)).
 - d. **Personal care services which require masks to be removed (e.g. facial treatments, make-up services and saunas) are allowed to resume**. These must adhere strictly to the SMMs (see [Annex C \[PDF, 206KB\]](#)).
 - e. **Odd and even date entry restrictions on Sundays for Lucky Plaza and Peninsula Plaza are lifted**.

6. **Ventilate and improve the indoor air quality where possible.** Refer to paragraph 12.f. for more details.
7. **Proactively manage potential contacts of positive COVID-19 cases at the workplace.** Refer to <https://www.gobusiness.gov.sg/covid-faqs/> for more details.
8. **Observe the protocol on disinfection for premises visited by positive COVID-19 cases.** Refer to <https://www.gobusiness.gov.sg/covid-faqs/> for more details.
9. **Establishments providing personal care services (e.g. facial and nail services, spas/saunas, massage establishments, hairdressing, and make-up services) are to place all employees on a regular Fast and Easy Testing (FET) regime using tests such as antigen rapid test (ART), regardless of their vaccination status.** The effective date of this requirement will be made known subsequently as the government ramps up FET capacity in the coming months. More details will be shared when ready.

Work-related events

10. Work-related events (both non customer-facing and customer-facing⁵) can be held within the workplace premises and third-party venues. Prevailing guidelines for the respective event venues will apply.
 - a. Non customer-facing events:
 - Events held in retail establishments are subject to a cap of 50 persons or a lower number, depending on venue capacity and safe distancing requirements.
 - At least one-metre spacing between individuals must be maintained at all times.
 - Food and drinks are not allowed.
 - Prevailing SMMs as indicated in MOM's Requirements for Safe Management Measures at the

workplace⁶ continue to apply.

b. Customer-facing events:

- Events organised by retail establishments within their own retail premises are subject to the maximum number of individuals that the venue may accommodate after safe distancing measures are adhered to.
- Events organised by retail establishments at third-party venues are subject to a cap of 50 persons (excluding service staff) or a lower number, depending on venue capacity and safe distancing requirements.
- Events organised by external parties at retail establishments (where the premises now functions as a third-party venue) are subject to a cap of 50 persons (excluding service staff) or a lower number, depending on venue capacity and safe distancing requirements.
- Food and drinks are not allowed.
- Each group must be limited to a maximum of 5 persons, with at least one-metre spacing between groups.
- All other prevailing workplace and venue SMMs must be adhered to.

c. Such events are not permitted at public and common areas such as mall atriums, public transport nodes, HDB estates and common corridors.

Stipulated occupancy limits

11. From 14 June 2021, the occupancy limit for all malls and large standalone stores > 930 sqm (or 10,000 sqft) of GFA is at **1 person per 10 sqm of GFA**⁷.
12. All other stores (e.g. shops within malls, at HDB residential blocks, at MRT stations or bus interchanges) are not required to adhere to these occupancy limits as long as at least one-metre

distancing between individual customers or groups of customers who are shopping together (**up to 5 persons**) is maintained.

Safe Management Measures – Customer-facing operations/Front-of-house

13. The following measures apply to all customer-facing operations of retail establishments and lifestyle-related services.

a. Safe distancing

- i. Retail establishments are to ensure at least one-metre spacing between groups of customers (of up to 5 persons).
- ii. Retail establishments are to clearly demarcate queue lines for customers at entrances, cashier counters, weighing counters, fitting rooms and must ensure at least one-metre spacing between individual customers in the queue (e.g. using floor markers).
- iii. Employees must manage queues to ensure that safe distancing is observed at all times.

b. Crowd management

- i. Activities and events at public and common areas such as mall atriums, public transport nodes, HDB estates and common corridors are not allowed⁸. Retail establishments should avoid holding events and promotions during this period that will generate crowding at their physical premises in a manner which is non-compliant with the SMMs.
- ii. Malls should also ensure that crowds do not gather at atriums and common spaces, and discourage the consumption of food and drinks at such spaces.
- iii. Operators of common play areas for children/toddlers/infants in retail stores or malls⁹ must ensure at least one-metre spacing between groups of customers.

c. **Contact tracing**

- i. The following retail establishments are required to deploy SafeEntry¹⁰ via TraceTogether-only SafeEntry to log the check-in of customers, vendors and visitors to their premises¹¹:
 - Malls;
 - Large retail stores > 930 sqm or 10,000 sqft;
 - Supermarkets¹²;
 - Personal care services e.g. hairdressers, barbers, spas, beauty and wellness; and
 - Facilities providing basic pet services (that do not function on a drop-off, pick-up basis).
- ii. Retail establishments required to deploy SafeEntry for customers and visitors need to provide the SafeEntry Gateway¹³ (SEGW) as an additional option for SafeEntry check-in. SEGW is available as a feature within the SafeEntry (Business) App (updated to the latest version) and as a physical standalone device (SEGW Box). These establishments may apply for a free SEGW Box¹⁴.
- iii. Refer to [Annex A \[PDF, 69KB\]](#) for more details.

b. **Health checks**

- i. All malls, large standalone stores, supermarkets and retail establishments that provide personal care services must conduct temperature screening¹⁵, employees must check for visible symptoms¹⁶ for customers at entrances, and turn away those with fever and/or who appear unwell¹⁷.

c. **Cleanliness and hygiene**

- i. All employees, customers, delivery personnel and other onsite personnel must put on their masks properly at all times.
- ii. **All retail establishments should not serve food and drinks to customers.**

- iii. Hand sanitisers should be made available to employees and customers at common touchpoints (e.g. entry/exit doors, cashiers).
- iv. Product testers and samples for self application and immediate consumption, e.g. perfume testers, make-up testers and unsealed food samples, are not allowed. Employees must also not apply the product sample directly on customers.
- v. Retail establishments must ensure frequent cleaning and disinfection of:
 - Common spaces such as counters and display shelves, where customers are served, as well as play areas for children/toddlers/infants;
 - Items such as shopping trolleys/baskets and handrails, which have high human contact; and
 - Interactive hardware such as iPads, mall directories, self-checkout kiosks or lift buttons.

d. Ventilation and improving indoor air quality

- i. Retail establishments and lifestyle-related services are strongly encouraged to improve ventilation and improve indoor air quality in all premises.
- ii. For premises with centrally controlled air-conditioning (e.g. in malls), they should work with premise owners to ensure that ventilation systems are in good working order, minimise indoor air re-circulation and purge indoor air daily.
- iii. For all other enclosed air-conditioned spaces, establishments should open operable doors and windows and keep exhaust fans (e.g. in kitchens and toilets) at full capacity to enhance air flow. Window-mounted exhaust fans should be installed where possible and portable air cleaners equipped with high-efficiency air filters such as HEPA filters may be considered as an interim measure if there are no

operable windows and the space is crowded. As a longer-term measure, establishments should also consider installing dedicated outdoor air supply such as ducted air conditioning or window mounted exhaust fans.

- iv. For naturally ventilated spaces, establishments should enhance ventilation with fans and similarly keep the space as open as possible.
- v. Companies may wish to refer to the Guidance Note on improving ventilation and indoor air quality in buildings issued by the Building and Construction Authority (BCA), National Environment Agency (NEA) and Ministry of Health (MOH)¹⁸.

14. Retail establishments should put up clear signages to remind customers to comply with safe management requirements where applicable, and train and deploy service personnel to provide clear communication to customers on SMMs.

15. Refer to [Annex B \[PDF, 53KB\]](#) for other recommended guidelines, and [Annex C \[PDF, 206KB\]](#) on guidance for specific trades.

Safe Management Measures – Workplace Premises¹⁹

16. To ensure COVID-safe workplaces, F&B establishments should adhere to measures as outlined in [MOM's Requirements for Safe Management Measures at the Workplace](#), and take care of their workers, workplaces and those who may become unwell at their workplaces.

17. **Employers must ensure no cross-deployment across worksites²⁰, i.e. no employee should work at more than one worksite.**
- a. If cross-deployment cannot be avoided (e.g. due to the nature of the job), additional safeguards must be taken to minimise the risk of cross infection²¹.
 - b. For venues that have been visited by positive COVID-19 cases and asked to close by the Ministry of Health (MOH), employees should not be redeployed to other worksites at all for the period of closure. If instructed to go for swabs, employers must ensure that their employees from these venues visit the designated Regional Screening Centre, “Swab and Send Home” (SASH) Public Health Preparedness Clinics or mobile swab sites for the COVID-19 test offered by MOH. These employees should stay at home and minimise social interactions during the period of closure even if their swab results are negative. They should also monitor their health closely, and visit a doctor immediately if unwell.

Enforcement of measures

18. Government agencies will be conducting inspections to check on the proper implementation of the SMMs. **Under the COVID-19 (Temporary Measures) Act, first-time offenders will face a fine of up to S\$10,000, imprisonment of up to six months, or both. For subsequent offences, they may face a fine of up to S\$20,000, imprisonment of up to twelve months, or both.**
19. Businesses that do not implement or comply with the government’s SMMs may be ineligible for government grants, loans, tax rebates and other assistance, and may also be subject to temporary closures.

[Annex A](#) [PDF, 69KB]: Details of SafeEntry check-in

[Annex B](#) [PDF, 53KB]: Other recommended guidelines for customer-facing operations

[Annex C](#) [PDF, 206KB]: Trade-specific Safe Management Measures for Retail Establishments and Lifestyle-Related Services

Thank You.

ENTERPRISE SINGAPORE
HOUSING & DEVELOPMENT BOARD
SINGAPORE TOURISM BOARD
URBAN REDEVELOPMENT AUTHORITY

Updated as of 22 June 2021

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1These refer to stores that occupy entire buildings, e.g. IKEA, Decathlon Innovation Lab.

2Except establishments with Pubs, Bars, Nightclubs, Discos and Karaoke SFA license categories or SSIC codes starting with 5613.

3These refer to standalone stores > 930 sqm (or 10,000 sqft) of GFA.

4Facilities below 50 sqm can admit up to 5 persons. This does not include staff.

5Non customer-facing events include conferences, seminars, corporate retreats, etc, while customer-facing events include product launches, store opening, marketing/branding events, etc. Social and recreational gatherings (e.g. farewell lunch, team bonding activity) at the workplace are disallowed.

6Refer to [MOM's Requirements for Safe Management Measures at the Workplace](#).

7For mixed-use developments, GFA refers to the retail component only.

8Such activities may be allowed for supermarkets on a case-by-case basis, if an extension of existing retail space is deemed necessary to ensure safe distancing. Approval must be sought from ESG.

9These play areas refer to the facilities provided free-of-charge in the shops or at the malls' common areas.

10 More information on SafeEntry and a full list of places where SafeEntry must be deployed can be found at <https://covid.gobusiness.gov.sg/safemanagement/safeentry/>

11 However, all retail establishments and lifestyle-related services must require their employees to do SafeEntry check-in via TraceTogether-only SafeEntry.

12 Supermarkets and large retail outlets that are fully within malls and buildings covered by SafeEntry and have the same operating hours, will no longer be required to implement SafeEntry for customers, clients and visitors.

13 The SEGW enables contactless detection of both the TraceTogether App and Token, and serves as an additional means of SafeEntry check-in that is quicker and more seamless. It also allows users to check if their Token has run out of battery or is not working.

14 Refer to go.gov.sg/gateway-overview for how to implement the SEGW and apply for a free SEGW Box.

15 Individuals with temperatures above 38 degrees Celsius are considered as having a fever. Supermarkets and stores providing personal care services in malls need not conduct temperature screening and checks on visible symptoms for customers if the mall is already doing so. They should, however, do so if they operate outside the mall hours.

16 Notable visible symptoms to look out for include: (a) coughing; (b) sneezing; (c) breathlessness; and (d) a runny nose.

17 Except where the individual is entering the permitted premises to seek medical treatment for a specific symptom.

18 This Guidance Note provides building owners and facilities managers with updated recommended measures to enhance ventilation and air quality in indoor spaces. Refer to [BCA's website](#) for the note.

19 Refers to the retail establishments' back-of-house operations involving employees, including at offices, warehouses and manufacturing facilities.

20 This will not apply to industries/companies that need to do so due to the nature of their work. Such companies will be required to demonstrate that cross-deployment or interaction between employees is critical for business operations, when requested by MOM or their sector agencies.

21 E.g. systems are in place to ensure no direct contact between the cross-deployed personnel.