

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:

8 May 2021

1. The Multi-Ministry Taskforce (MTF) announced on 4 May 2021 that safe management measures will be tightened to reduce the risk of community spread.
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. Retail establishments and lifestyle-related services are to note the following:
 - a. **From 8 May through 30 May 2021**, social gatherings are allowed to comprise up to 5 persons, a reduction from 8 persons.
 - b. **From 1 May through 30 May 2021, the occupancy limit for malls and large standalone stores² will be one person per 10 sqm of Gross Floor Area (GFA)**, instead of one person per 8 sqm of GFA (see paragraphs 6 and 7). During this period, retail establishments are also encouraged to cancel all events, promotions or sales that will generate crowds at their physical premises.
 - c. **From 8 May through 30 May 2021, the operating capacity of Commercial Family Entertainment Centres must be kept to a maximum of one person per 10 sqm of usable space or 50% operating capacity, whichever is lower³**, instead of one person per 8 sqm of usable space or 65% operating capacity (see Annex B).
 - d. Selected retail establishments and lifestyle-related services must implement SafeEntry check-in for customers and visitors⁴. **From 17 May 2021, TraceTogether-only SafeEntry will be implemented at these establishments.** To prepare for this, these establishments should implement the Token check-in mode which allows the scanning of TraceTogether Tokens for SafeEntry check-in (see paragraph 8.c. for details).
 - e. **From 15 June 2021, these selected establishments required to deploy SafeEntry for customers and visitors will need to provide the SafeEntry Gateway⁵ (SEGW) as an option for SafeEntry check-in** (see paragraph 8.c. for details).

Resumption of retail operations

5. Business-focused work-related events (both non customer-facing and customer-facing⁶) can be held within the workplace premises and third-party venues. Existing guidelines on 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.
- Meals should not be the main feature. Employers should also avoid holding events over mealtimes as far as possible. Food or drinks should only be served if incidental to the workplace event (e.g. the meeting or conference extends over lunchtime). In addition, the food must be served in individual portions⁷, and participants must be seated while consuming. Participants should minimise the time that they are unmasked while eating and drinking.
- Prevailing SMMs as indicated in MOM's Requirements for Safe Management Measures at the workplace⁸ 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. See occupancy limits in paragraphs 6 and 7.
- Events organised by retail establishments at third-party venues are subject to a cap of 50 persons or a lower number, depending on venue capacity and safe distancing requirements (excluding service staff).
- 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 or a lower number, depending on venue capacity and safe distancing requirements (excluding service staff).

- Meals should not be the main feature. Event organisers should also avoid holding events over mealtimes as far as possible. Food or drinks should only be served if incidental to the workplace event (e.g. the meeting or conference extends over lunchtime). In addition, the food must be served in individual portions⁹, and participants must be seated while consuming. Participants should minimise the time that they are unmasked while eating and drinking.
 - All other prevailing workplace and venue SMMs must be adhered to.
- c. Such events are still not permitted at public and common areas such as mall atriums, public transport nodes, HDB estates and common corridors.

Stipulated Occupancy Limits

6. From 1 May through 30 May 2021, the occupancy limit for all malls and large standalone stores > 930 sqm (or 10,000 sqft) of GFA will be one person per 10 sqm of GFA¹⁰.
7. 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

8. 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 (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 mall atriums are not allowed¹¹. Retail establishments may conduct customer-facing activities or events within the shop premises or at permitted third-party venues such as MICE locations. However, from 1 May through 30 May 2021, retail establishments are encouraged to cancel all such activities or events as well as other promotions and sales.
- ii. Operators of common play areas for children/toddlers/infants in retail stores or malls¹² must ensure at least one-metre spacing between groups of customers.

c. Contact tracing

- i. The following retail establishments are required to deploy SafeEntry¹³ to log the check-in of customers, vendors and visitors to their premises:
 - Malls and large standalone stores;
 - Large retail stores > 930 sqm or 10,000 sqft;
 - Supermarkets;
 - Personal care services e.g. hairdressers, barbers, spas, beauty and wellness, as these are higher-risk venues where customers will be unmasked;
 - Facilities providing basic pet services (that do not function on a drop-off, pick-up basis).

- ii. **Before 17 May 2021**, SafeEntry check-in can be done by:
- Scanning of the SafeEntry QR code using a QR code scanner on a smartphone;
 - Using the SingPass App;
 - Using the TraceTogether App;
 - Presenting the TraceTogether Token QR code or ID card to the camera/2D scanner linked to SafeEntry (Business) App for scanning; or
 - Bringing the TraceTogether Token or App close to a SEGW.
- iii. **From 17 May 2021**, when TraceTogether-only SafeEntry is implemented at the retail establishments (as listed in paragraph 8.c.i.)¹⁴, SafeEntry check-in can only be done by:
- Scanning the SafeEntry QR code using the TraceTogether App;
 - Presenting the TraceTogether Token QR code to the camera/2D scanner linked to SafeEntry (Business) App for scanning; or
 - Bringing the TraceTogether Token or App close to a SEGW.
- iv. To help ease the transition, scanning of barcodes on ID cards will be retained until 31 May 2021. Following which, ID cards can only be used under extenuating circumstances. For more information, please refer to the FAQs on www.safeentry.gov.sg.
- v. **In addition, from 15 June 2021, retail establishments required to deploy SafeEntry for customers and visitors will need to provide the SEGW as an option for SafeEntry check-in.** SEGW is available as a feature within the SafeEntry (Business) App (updated to version

1.1.0 and above) and as a physical standalone device (SEGW Box). These establishments may apply for a free SEGW Box¹⁵.

- vi. **To prepare for the implementation of TraceTogether-only SafeEntry, the above retail establishments should already accept TraceTogether Tokens as a mode of SafeEntry check-in¹⁶.** Businesses that accept ID cards for check-in will be able to accept Token for check-in if they are already using: i) A smartphone loaded with the SafeEntry (Business) App setup; ii) a laptop and scanner setup if the scanner can scan barcode and QR code; or iii) a SEGW App or SEGW Box.
- vii. For avoidance of doubt, TraceTogether Token check-in and SEGW both refer to the mode of check-in, while TraceTogether-only SafeEntry refers to the overall programme which will permit only TraceTogether modes of check-in (i.e. TraceTogether App or Token) as described in paragraph 8.c.iii.
- viii. **After TraceTogether-only SafeEntry is implemented from 17 May 2021:**
 - Large retail stores > 930 sqm (or 10,000 sqft) and supermarkets located within a TraceTogether-only SafeEntry building (e.g. malls) that have the same operating hours as the building will no longer be required to deploy SafeEntry check-in for customers, vendors and visitors. Those located within a TraceTogether-only SafeEntry building but with longer operating hours must implement TraceTogether-only SafeEntry outside the building's operating hours.
 - Small retail stores (< 930 sqm or 10,000 sqft) that were not required to deploy SafeEntry for customers but have voluntarily done so, should remove their SafeEntry check-ins.

b. Health checks

- i. All malls, large standalone stores, supermarkets and stores providing personal care and beauty services must conduct temperature screening¹⁷, employees must check for visible symptoms¹⁸ for customers at entrances, and turn away those with fever and/or who appear unwell¹⁹.

c. Cleanliness and hygiene

- i. All employees, customers, delivery personnel and other onsite personnel must put on their masks properly at all times.
 - ii. Product testers and samples for self application and immediate consumption, e.g. perfume testers, make-up testers and unsealed food samples, are not allowed. Staff must also not apply the product sample directly on customers.
 - iii. 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.
9. Retail establishments should put up clear signages to remind customers to comply with safe distancing requirements where applicable, and train and deploy service personnel to provide clear communication to customers on safe distancing measures.
10. Refer to [Annex A](#) [PDF, 53KB] for other recommended guidelines, and [Annex B](#) [PDF, 206KB] on guidance for specific trades.

Safe Management Measures – Workplace Premises²⁰

11. To ensure COVID-safe workplaces, retail establishments should take care of their workers, workplaces and those who may become unwell at their workplaces, as outlined in [MOM's Requirements for Safe Management Measures at the Workplace](#).
12. For non customer-facing work-related events, please see paragraphs 5a.

Enforcement of measures

13. Government agencies will be conducting inspections to check on the proper implementation of the SMMs. **Under the COVID-19 (Temporary Measures) Act passed in Parliament on 7 April 2020, first-time offenders will face a fine of up to S\$10,000, imprisonment of up to six months, or both. Subsequent offences may face a fine of up to S\$20,000, imprisonment of up to twelve months, or both.**
14. 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 \[PDF, 67KB\]](#): Other recommended guidelines for customer-facing operations

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

[Annex C \[PDF, 53KB\]](#): Checklist of Safe Management Measures (Customer-facing Operations)

Thank You.

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HOUSING & DEVELOPMENT BOARD
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URBAN REDEVELOPMENT AUTHORITY

Updated as of 5 May 2021

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

2These refer to standalone stores > 930 sqm (or 10,000 sqft) of GFA.

3Facilities below 50 sqm can admit up to 5 persons. This does not include staff.

4However, all retail establishments and lifestyle-related services must require their staff to do SafeEntry check-in. They must transit to TraceTogether-only SafeEntry when this is implemented from 17 May 2021.

5The 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.

6Non customer-facing events include conferences, seminars, corporate retreats, etc, while customer-facing events include product launches, store opening, marketing/branding events, workshops, etc. Social and recreational gatherings (e.g. farewell lunch, team bonding activity) at the workplace should be avoided. All social and recreational gatherings within or outside the workplace must adhere to the prevailing gathering size limit of 5 persons. Gatherings involving more than a single group of 5 are not allowed.

7Food served through staff-served food lines must also be served in individual portions.

8Refer to [MOM's Requirements for Safe Management Measures at the Workplace](#).

9Food served through staff-served food lines must also be served in individual portions.

10For mixed-use developments, GFA refers to the retail component only.

11Such 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.

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

13 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/>

14 All retail establishments must require their staff to do SafeEntry check-in using TraceTogether-only SafeEntry when this is implemented from 17 May 2021.

15 Refer to <https://go.gov.sg/gateway-overview> for how to implement the SEGW and apply for a free SEGW Box.

16 TraceTogether Token check-in is done by premises scanning the QR codes on the TraceTogether Tokens of customers, vendors and visitors. Refer to <https://go.gov.sg/token-scanning> to find out how to implement Token check-in mode.

17 Individuals with temperatures above 38 degrees Celsius are considered as having a fever. Supermarkets and stores providing beauty 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.

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

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

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