

# 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:

16 May 2021

1. The Multi-Ministry Taskforce (MTF) announced on 14 May 2021 that safe management measures will be further tightened to reduce the risk of COVID-19 community spread, with effect from 16 May through 13 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 stores<sup>1</sup>. 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 comply with the following **from 16 May through 13 June 2021**:
  - a. Social gatherings are allowed to comprise **up to 2 persons**, a reduction from 5 persons.
  - b. **The occupancy limit for malls and large standalone stores<sup>2</sup> will be one person per 16 sqm of Gross Floor Area (GFA)**, instead of one person per 10 sqm of GFA (see paragraphs 6 and 7). During this period, retail establishments should cancel all events and promotions that will generate crowding at their physical premises in a manner which is non-compliant with the Safe Management Measures.
  - c. **The operating capacity of Commercial Family Entertainment Centres must be kept to a maximum of one person per 16 sqm of usable space or 25% operating capacity, whichever is lower<sup>3</sup>**, instead of one person per 10 sqm of usable space or 50% operating capacity (see Annex C).
  - d. **“Mask-off” services and activities must cease**, with the exception of medical/dental services. Activities which must cease include strenuous indoor exercise classes, strenuous individual and group indoor sports and exercise activities, and personal care services where masks are not worn (e.g. facial treatments, make-up services and saunas are not permitted).
  - e. **Food and drinks are not allowed at work-related events.**
  - f. **Odd and even date entry restrictions on Sundays for popular malls (Lucky Plaza and Peninsula Plaza) will be extended to 13 June 2021.**

### **Work-related events**

5. Work-related events (both non customer-facing and customer-facing<sup>4</sup>) 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 workplace<sup>5</sup> 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).
- Food and drinks are not allowed.
- Each group must be limited to a maximum of 2 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**

6. From 16 May through 13 June 2021, the occupancy limit for all malls and large standalone stores > 930 sqm (or 10,000 sqft) of GFA will be one person per 16 sqm of GFA<sup>6</sup>.
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 2 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 2 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 allowed<sup>7</sup>. Retail establishments should cancel all events and

promotions during this period that will generate crowding at their physical premises in a manner which is non-compliant with the Safe Management Measures.

- ii. Operators of common play areas for children/toddlers/infants in retail stores or malls<sup>8</sup> must ensure at least one-metre spacing between groups of customers.

**c. Contact tracing**

- i. The following retail establishments are required to deploy SafeEntry<sup>9</sup> to log the check-in of customers, vendors and visitors to their premises<sup>10</sup>:
  - 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; and
  - Facilities providing basic pet services (that do not function on a drop-off, pick-up basis).
- ii. From 17 May 2021, TraceTogether-only SafeEntry will be implemented at the above establishments. Refer to [Annex A \[PDF, 65KB\]](#): for details on the SafeEntry implementation.
- iii. **From 15 June 2021, retail establishments required to deploy SafeEntry for customers and visitors will need to provide the SafeEntry Gateway<sup>11</sup> (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 Box<sup>12</sup>.

**b. Health checks**

- i. All malls, large standalone stores, supermarkets and stores providing personal care and beauty services must

conduct temperature screening<sup>13</sup>, employees must check for visible symptoms<sup>14</sup> for customers at entrances, and turn away those with fever and/or who appear unwell<sup>15</sup>.

**c. Cleanliness and hygiene**

- i. All employees, customers, delivery personnel and other onsite personnel must put on their masks properly at all times.
  - ii. Hand sanitisers should be made available to employees and customers at common touchpoints (e.g. entry/exit doors, cashiers).
  - iii. 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.
  - iv. 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 management requirements where applicable, and train and deploy service personnel to provide clear communication to customers on SMMs.
10. Refer to [Annex B \[PDF, 53KB\]](#): for other recommended guidelines, and [Annex C \[PDF, 206KB\]](#): on guidance for specific trades.

### **Safe Management Measures – Workplace Premises<sup>16</sup>**

11. 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.
  
12. **Employers must ensure no cross-deployment across worksites<sup>17</sup>, 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 infection<sup>18</sup>.
  - 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**

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, 65KB]: Details of SafeEntry check-in and TraceTogether-only SafeEntry implementation

**[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

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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 3 persons. This does not include staff.

4Non 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.

5Refer to [MOM's Requirements for Safe Management Measures at the Workplace](#).

6For mixed-use developments, GFA refers to the retail component only.

7Such 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.

8These play areas refer to the facilities provided free-of-charge in the shops or at the malls' common areas.

9More 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/>

10However, all retail establishments and lifestyle-related services must require their employees to do SafeEntry check-in. They must transit to TraceTogether-only SafeEntry when this is implemented from 17 May 2021.

11The 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.

12Refer to [go.gov.sg/gateway-overview](https://go.gov.sg/gateway-overview) for how to implement the SEGW and apply for a free SEGW Box.

13Individuals 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.

14Notable visible symptoms to look out for include: (a) coughing; (b) sneezing; (c) breathlessness; and (d) a runny nose.

15Except where the individual is entering the permitted premises to seek medical treatment for a specific symptom.

16Refers to the retail establishments' back-of-house operations involving employees, including at offices, warehouses and manufacturing facilities.

17This 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 of interaction between employees is critical for business operations, when requested by MOM or their sector agencies.

18E.g. systems are in place to ensure no direct contact between the cross-deployed personnel.

