

JOINT ADVISORY

MR No.: 047/20

Advisory for Phase 2 Re-opening of Retail Establishments and Lifestyle-Related Services

1. The Multi-Ministry Taskforce (MTF) announced on 19 May that Singapore would exit the [Circuit Breaker from 2 June and resume activities in three phases](#). On 15 June, the MTF announced that Phase 2 will commence on 19 June. Apart from a short list of exceptions, Phase 2 will entail the resumption of most activities, including the reopening of retail establishments and lifestyle-related services.
2. To provide a safe environment for customers and workers, retail establishments and lifestyle-related services currently in operation, and those that will reopen in Phase 2, must implement [Safe Management Measures](#), 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.

Resumption of retail operations

4. The list of businesses that are allowed to operate from 19 June 2020 can be found on MTI's website (<https://covid.gobusiness.gov.sg/permittedlist/>). Businesses in this list do not need to apply to MTI for exemption before resuming operations. They are required to submit the number of workers who are working on-site via the GoBusiness portal (<https://covid.gobusiness.gov.sg>) within two weeks of the date of resumption of on-site operations.

Stipulated Occupancy Limits

5. All malls and large standalone stores > 930 sqm (or 10,000 sqft) of Gross Floor Area (GFA) must comply with the occupancy limit of one person per 10 sqm of GFA².
6. 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 they can maintain at least one-metre distancing between individual customers (if they are alone), or groups of customers (up to 5 persons).

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

² For mixed-use developments, GFA refers to the retail component only.

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

7. The following measures apply to all customer-facing operations of retail establishments.

7.1. **Queue management**

7.1.1. Retail establishments are to clearly demarcate queue lines for customers at entrances, cashier counters, weighing counters, fitting rooms and where required, and must ensure at least one-metre spacing between customers (e.g. through floor markers).

7.2. **Crowd management**

7.2.1. Activities and events in stores or mall atriums must not be held³.

7.2.2. All common play areas for children/toddlers/infants in retail stores or malls must be closed⁴.

7.3. **Contact tracing**

7.3.1. All malls, large standalone stores, supermarkets, stores providing beauty services, and other large retail stores with > 930 sqm (or 10,000 sqft) of GFA must implement SafeEntry⁵ for customers and visitors, to facilitate the collection of information for contact tracing when needed.

7.4. **Health checks**

7.4.1. All malls, large standalone stores, supermarkets and stores providing beauty services must conduct temperature screening⁶ and checks on visible symptoms⁷ for customers at entrances⁸, and turn away those with fever and/or who appear unwell⁹.

7.5. **Cleanliness and hygiene**

7.5.1 All employees, customers, delivery personnel and other onsite personnel must put on their masks properly at all times¹⁰.

7.5.2 Product testers and samples that require customer contact, e.g. cosmetics and food samples, must be removed.

7.5.3 Retail establishments must ensure frequent cleaning and disinfection of:

- common spaces such as counters and display shelves, where customers are served;
- items such as shopping trolleys/baskets and handrails, which have high human contact; and

³ Such activities may be allowed for supermarkets on a case-by-case basis, if an extension of existing retail space is deemed necessary as part of safe management measures. Approval must be sought from ESG.

⁴ These play areas refer to the facilities provided free of charge in the shops or at the malls' common areas.

⁵ More information on SafeEntry and a full list of places where SafeEntry must be deployed can be found at <https://www.safeentry.gov.sg/deployment>. Note that SafeEntry can be done via QR code/NRIC scanning, or manual entry of NRIC number & particulars through a dedicated device. Businesses should not decline entry to visitors unless the individual does not use SafeEntry QR or SafeEntry NRIC application and refuses to provide particulars to assist with manual entry.

⁶ Individuals with temperatures above 38 degrees Celsius are considered as having a fever.

⁷ Notable visible symptoms to look out for include: (a) coughing; (b) sneezing; (c) breathlessness; and (d) a runny nose.

⁸ 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.

⁹ Except where the individual is entering the permitted premises to seek medical treatment for a specified symptom.

¹⁰ Under the COVID-19 (Temporary Measures) (Control Order) Regulations 2020, every individual must wear a mask over the individual's nose and mouth at all times when the individual is not in his or her ordinary place of residence. Refer to MOH's latest guidance for use of masks and face shields at <https://www.moh.gov.sg/news-highlights/details/guidance-for-use-of-masks-and-face-shields>.

- interactive hardware such as iPads, self-checkout kiosks or lift buttons.
8. Retail establishments should put up clear signages to remind customers of the above measures (in Para 7) where applicable, and train and deploy service personnel to provide clear communication to customers on safe distancing measures.
 9. Refer to **Annex A** for other recommended guidelines, and **Annex C** on guidance for specific trades.

Safe Management Measures – Workplace Premises¹¹

10. 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.

Refer to [MOM's website](#) for greater details and **Annex B** for a summary of these measures.

Enforcement of measures

11. Government agencies will be conducting inspections following Phase 2 reopening to check on the proper implementation of the Safe Management Measures. **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.**
12. Businesses that do not implement or comply with the government's safe distancing advisories may be ineligible for government grants, loans, tax rebates and other assistance.

- Annex A – Other recommended guidelines for customer-facing operations
- Annex B – Summary of Safe Management Measures required at the workplace premises
- Annex C – Trade-specific Safe Management Measures for Retail Establishments and Lifestyle-Related Services
- Annex D – Checklist of Safe Management Measures (customer-facing Operations)

Issued by:
Enterprise Singapore
Housing & Development Board
Singapore Tourism Board
Urban Redevelopment Authority

Updated as of 16 June 2020

¹¹ Refers to the retail establishments' back-of-house operations involving employees, including at offices, warehouses and manufacturing facilities.

Other recommended guidelines for customer-facing operations

(Note: These are additional suggestions for retail establishments to put in place, where practicable)

A. Queue management

- Queues should not cause congestion for neighbouring establishments or at other parts of the mall.

B. Crowd management

- Avoid activities that would attract crowds in and outside of the retail establishment (e.g. providing special discounts or offers for reopening) for at least two weeks from Phase 2 reopening.
- If customers are found to be in groups of more than 5 persons, they should be quickly dispersed.
- An SOP should be put in place to manage long queues and large crowds that could form both inside and outside stores (e.g. at areas with popular products) and/or the mall.
- Encourage the use of self-checkout, cashless or contactless payment to reduce contact between employees and customers.
- Encourage customers to book appointments, for the viewing and testing of products, as well as for service provision (e.g. for repairs, or provision of other services).
- Consider placing frequently purchased goods and necessities near the entrance or checkout to facilitate movement and reduce in-store dwell time.

C. Contact tracing

- All other retail stores not listed in para 7.3.1 of the advisory are strongly encouraged to implement SafeEntry where practicable.

D. Health checks

- All other retail stores not located within malls are strongly encouraged to conduct temperature screening and checks on visible symptoms where practicable.

E. Cleanliness and hygiene

- Limit display and testing of products, e.g. stationery, laptops, mobile phones, etc. Employees to conduct product demonstrations if required. Such products should also be sanitised regularly.
- Where possible, place hand sanitisers in close proximity of store entrances and high-touch surfaces like door handles, and encourage customers to sanitise their hands before entering and handling products on display.
- Products **that customers touch frequently** such as clothes, footwear, jewellery, accessories and optical products, should be cleaned, sanitised or sterilised frequently, where possible.

F. Encourage online retail, and “click & collect” for goods and delivery

- Encourage online retail and click-and-collect from store, to reduce dwell time
- Where practicable, collection and delivery from the store must be spaced out and contactless.
- Take reasonable steps to ensure that delivery personnel observe at least one-metre spacing at all times and do not cluster together.
- Refer to the [Advisory for Delivery Businesses](#) for guidelines on delivery requirements.

Summary of Safe Management Measures required at the workplace premises

The Ministry of Manpower (MOM), the National Trades Union Congress (NTUC), and the Singapore National Employers Federation (SNEF) have issued details of the Safe Management Measures for employers to resume operations. These requirements are meant for general workplace settings.

Refer to [MOM's website](#) for full details.

A. Take care of your workers

- Actively enable employees to work from home. Working from home must remain the default for all businesses where feasible.
- For job roles or functions where employees cannot work from home, employers should stagger work and break hours, and implement shift or split team arrangements.
- There should be no cross-deployment or interaction between employees in different shifts, teams or worksites, even outside of work. 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.
- Wear masks and other necessary personal protective equipment at the workplace and observe good personal hygiene. Employees should keep their masks on at all times except when eating.

B. Take care of the workplace

- Use the SafeEntry visitor management system to record all personnel (including employees, vendors and visitors) entering the workplace¹².
- Retail establishments are encouraged to reduce the number of employees onsite, including third party suppliers and merchandisers, particularly for smaller premises, in order to allow for safe distancing. Where physical interaction cannot be avoided, precautions should be taken to ensure clear physical spacing of at least one metre between all personnel at all times, including at common areas and during break/meal times.
- Step up cleaning of workplace premises and provide cleaning and disinfecting agents like soap and sanitisers at common areas and to frontline personnel.

C. Take care of workers who become unwell at the workplace

- Ensure regular checks for temperature and respiratory symptoms for all onsite employees and visitors (e.g. vendors and contractors), twice daily, or where relevant. Employers must be able to demonstrate that these checks are in place during inspections.

D. Implement a system of Safe Management Measures

- Employers must appoint **Safe Management Officer(s) (SMO)** to assist in the implementation, coordination and monitoring of the Safe Management Measures at the workplace. Employers must provide appointed SMOs with adequate instruction, information and supervision as is necessary for them to fulfil their required duties.

¹² For the full list of workplaces where SafeEntry must be deployed, please refer to <https://www.safeentry.gov.sg/deployment>.

Trade-Specific Safe Management Measures for Retail Establishments

The table below contains the trade-specific Safe Management Measures recommended for the **customer-facing operations** of retail establishments. The measures indicated as “**MUST**” are requirements to be implemented, in addition to the measures listed in the main body of the advisory. The remaining measures should be implemented, where practicable.

Category	Customer-facing operations
Malls, Standalone stores	<ul style="list-style-type: none"> • Allow tenants to extend queues beyond their premises and mark queue spots outside their units, in order to manage the crowd. However, this should not cause congestion at other parts of the mall. • Put in place Standard Operating Procedures (SOPs) to identify hotspots and manage large crowds and long queues both within and outside the malls; these may include re-directing customers to other outlets, breaking the queues into several sections, putting up signs that indicate length of queuing time and implementing queue or appointment management systems.
Supermarkets, Convenience stores, Mini-marts	<ul style="list-style-type: none"> • Consider providing dedicated shopping hours for vulnerable groups, such as the elderly, persons with disabilities and pregnant women. • Encourage customers to limit entry to one member per family. <p><u>Supermarkets</u></p> <ul style="list-style-type: none"> • Put in place Standard Operating Procedures (SOPs) to identify hotspots and manage large crowds and long queues both within and outside the supermarkets; these may include re-directing customers to other outlets, breaking the queues into several sections, putting up signs that indicate length of queuing time and implementing queue or appointment management systems.
Books & Stationeries	<p><u>Books & Stationery</u></p> <ul style="list-style-type: none"> • Book launches, reading or meet-the-author sessions, and promotional activities that would result in congregation MUST NOT be organised. • Minimise browsing time by encouraging customers to read book summaries online and reduce browsing in-store.

<p>Department stores</p>	<p><u>Department stores</u></p> <ul style="list-style-type: none"> • Maker workshops, in-store product launches, or promotional activities that would result in congregation MUST NOT be organised. • Consider establishing separate check-out / collection counters for in-store purchases, redemptions, click-and-collect and home delivery, to minimise queues. • Put in place Standard Operating Procedures (SOPs) to identify hotspots and manage large crowds and long queues both within and outside the department stores; these may include re-directing customers to other outlets, breaking the queues into several sections, putting up signs that indicate length of queuing time and implementing queue or appointment management systems.
<p>Fashion (Apparel, Shoes, Jewellery, Accessories and Optical wear)</p>	<ul style="list-style-type: none"> • Fitting rooms, seats and try-out areas should be spaced at least one metre apart and clearly demarcated. Fitting rooms should be disinfected after each use. • Discourage the testing and trying of products. Products tried on by customers should be sanitised where possible, e.g. via steaming, cleaning, leaving overnight to air, or other reasonable sanitisation methods. • Implement click-and-collect systems (customers can browse and purchase items online and collect them in stores) to reduce dwell time. • Encourage online purchases by having a flexible return policy. <p><u>Apparel</u></p> <ul style="list-style-type: none"> • Limit the number of apparels per fitting to minimise dwell time. • Employees conducting tailoring and measuring services should wear personal protective equipment, e.g. masks at all times. <p><u>Jewellery, Watches, Accessories</u></p> <ul style="list-style-type: none"> • Establishments offering piercing services MUST ensure that all tools are thoroughly disinfected before and after each use. <p><u>Optical Wear</u></p> <ul style="list-style-type: none"> • Equipment used for eye checks and consultations MUST be sanitised before each new customer is served.
<p>Beauty Retail</p>	<ul style="list-style-type: none"> • All testers and samples that require physical contact MUST be removed, e.g. skincare, make up, health drinks or health products.

	<ul style="list-style-type: none"> • Individually packed samples, e.g. sachets, travel-sized products and gifts with purchase, may be distributed to customers upon request/completion of purchase. <p><i>Note: For services on makeovers and trial facials, refer to the section on Beauty Services below.</i></p>
Pharmacy, Traditional Chinese Medicine (TCM), Health Supplement Retail	<ul style="list-style-type: none"> • Consider providing dedicated shopping hours for vulnerable groups, such as the elderly, persons with disabilities and pregnant women. <p><u>Pharmacy</u></p> <ul style="list-style-type: none"> • Encourage customers to opt for teleconsultation services and to book appointments with pharmacists, where available. <p><u>TCM and Health Supplement Retail</u></p> <ul style="list-style-type: none"> • Health drink/product sampling MUST NOT be allowed. • Allow customers to arrange for pickup and/or delivery for replenishment of medication and/or supplements, or opt for teleconsultation services. • Consider breaking bulk and pre-packing items, e.g. dried goods and herbs into sealed packets with fixed sizes, to minimise handling of products by customers.

Trade-Specific Safe Management Measures for Lifestyle-Related Services

The table below contains the trade-specific Safe Management Measures recommended for customer-facing operations of lifestyle-related services. The measures indicated as “**MUST**” are requirements to be implemented, on top of measures listed in the main body of the advisory. The remaining measures should be implemented, where practicable.

Category	Customer-facing operations
<p>Beauty Services (Spa and Wellness, Hair and Make-up, Nail Services, etc.)</p>	<ul style="list-style-type: none"> • Customers receiving facial treatments or facial therapies in private rooms are allowed to remove their masks during their treatment, but operators MUST ensure that the private room is thoroughly disinfected before and after use. Face masks for customers should be kept on in open settings (i.e. open-format salons where customers are seated together but spaced at least one-metre apart). • Employees MUST sanitise their hands before and after each customer’s treatment. • All operators MUST disinfect all tools and workstations before and after each service. • Employees should wear appropriate protective gear, where practicable. • Encourage appointment bookings, implement queue management and booking system (e.g. digital booking systems or calling customers) to stagger customer appointments. • Ensure good ventilation in the premises, where practicable. • Assign one therapist to follow-through all treatments with the same customer, where practicable. • Refrain from serving food and beverages to customers and remove shared items such as magazines and newspapers. <p><u>Spa and Wellness</u></p> <ul style="list-style-type: none"> • All clothing, towels and bedding MUST be changed after use by every customer. • All equipment MUST be cleaned and sanitised after use by every customer. Allow sufficient time within operating hours for thorough cleaning. • Establish a schedule to disinfect common areas and high-touch points regularly (e.g. waiting areas, check-out counters). • Encourage customers to sanitise hands before and after every service. • When tools are used to apply beauty products on customers, employees should not dip the same tools more than once into beauty product containers without sanitisation. Single-use massage oil, creams and beauty products are encouraged to prevent cross-contamination.

	<p><i>Note: Massage Establishments should refer to the Singapore Police Force's website for updates on the Advisory on Safe Management Measures for Massage Establishment Outlets.</i></p> <p><u>Hairdressing Services</u></p> <ul style="list-style-type: none"> • All capes and towels MUST be changed after every service. • All hairdressing equipment, e.g. scissors, combs, brushes, MUST be disinfected and sanitised after use by each customer. <p><u>Make-up Services</u></p> <ul style="list-style-type: none"> • All capes and towels MUST be changed after every service. • Brushes MUST be washed with soap after every use (encouraged to keep a spare set of brushes for alternate use) and sanitised before dipping into any cosmetic or beauty product. • Use single-use disposable applicators (e.g. disposable mascara wands, lip wands, face sponge), where practicable. • When tools are used to apply beauty products on customers, employees should not dip the same tools more than once into beauty product containers without sanitisation. <p><u>Nail Services</u></p> <ul style="list-style-type: none"> • Tools such as nail files, emery boards, buffers and other disposables MUST be disinfected or replaced after each use. • Employees MUST remove their aprons before going for breaks, meals, etc. Aprons MUST be sprayed with disinfectant daily and kept clean. • Manicure stations – MUST cover common contact areas, such as hand-rests, with a towel or disposable covers, and replace them after each customer. • Pedicure stations – MUST disinfect foot basin and wipe down the pedicure chair after each customer. • Use alternate workspace stations to ensure a safe distance of at least one metre between customers.
<p>Financial Services (Licensed moneylenders, Money changers, Pawnbrokers, Remittance services)</p>	<ul style="list-style-type: none"> • Encourage customers to sanitise hands before and after handling currency notes and coins. <p><u>Licensed Moneylenders</u></p> <ul style="list-style-type: none"> • Encourage the use of digital payments and/or online transfers. • Encourage customers to book appointments. • Consider allowing online submission of documents for credit verification.

	<p><u>Money Changers</u></p> <ul style="list-style-type: none"> Encourage employees to practise good hand hygiene, e.g. by using hand sanitiser after handling cash, and avoid touching the face with their hands. <p><u>Pawnbrokers</u></p> <ul style="list-style-type: none"> Encourage the use of digital payments and/or online transfers. Encourage customers to book appointments. <p><u>Remittance services</u></p> <ul style="list-style-type: none"> Encourage customers to book appointments. Consider implementing e-services (website/app) to facilitate online remittance.
Pet Grooming	Refer to Operational Guidelines for Pet Establishments Providing Pet Grooming Services and Animal Physiotherapy and Rehabilitation Services (NPARKS) for more details.
Preschools and Early Intervention Centres	Refer to Phased Reopening of Preschools and Early Intervention Centres from 2 June 2020 (ECDA) for more details.
Sport and Physical Exercise / Activities (Gyms & Fitness Centres)	Refer to Advisory for Sport and Physical Exercise Activities (Sport Singapore) for more details.
Traditional Chinese Medicine (TCM) Clinics	Refer to General Advisory on Good Clinical Practice and Control for TCM Practice (2020) (MOH / Traditional Chinese Medicine Practitioners Board) for more details.
Tuition and Enrichment Centres, Childcare Centres	Refer to Press Releases (MOE) for updates.

RETAIL ESTABLISHMENTS & LIFESTYLE-RELATED SERVICES**Checklist of Safe Management Measures Required for Resumption of Business Activities – Customer-facing Operations**

Requirement	Useful Evidence to Demonstrate Compliance
<p>To resume business activities, all companies must fulfil these requirements below.</p> <p><i>Note: The Government will take action against errant employers, including the cessation of operations and enforcement.</i></p>	<p>Companies can prepare the following to show that they have fulfilled the requirements:</p> <p><i>Documentation of processes/data, demonstration of practices and sharing of understanding through interviews</i></p>
<p>A. Implement crowd and queue management</p>	
<p>1. Clearly demarcate queue lines for customers at entrances, cashier counters, weighing counters, fitting rooms and where required, and ensure one-metre spacing between customers (e.g. through floor markers).</p> <p>All common play areas for children/toddlers/infants in retail stores or malls must be closed.</p> <p>Have an SOP in place to manage long queues and large crowds outside stores and/or mall.</p>	<p><i>Show or describe what systems or digital solutions have been put in place to manage queues, crowds and to minimise physical contact.</i></p> <p><i>Show or describe SOPs on additional safeguards/ measures in the event a crowd gathers. These may include re-directing customers to other outlets, breaking the queues into several sections, putting up signs that indicate length of queuing time and implementing queue or appointment management systems. .</i></p>
<p>B. Contact tracing and Health checks</p>	
<p>2. Malls, large standalone stores¹³, supermarkets, stores providing beauty services, and other large retail stores with > 930sqm (or 10,000 sqft) of Gross Floor Area must</p>	<p><i>Show or describe how requirements on SafeEntry and temperature declarations are communicated to customers.</i></p>

¹³ These refer to stores that occupy entire buildings, e.g. IKEA, Decathlon Innovation Lab.

<p>implement SafeEntry for customers and visitors to facilitate the collection of information for contact tracing when needed¹⁴.</p> <p>Malls, large standalone stores, supermarkets and stores providing beauty services must conduct temperature screening and checks on visible symptoms¹⁵ for customers at entrances¹⁶, and to turn away those with fever and/or who appear unwell¹⁷.</p>	<p><i>Show or describe how to deal with customers who are unwell.</i></p>
<p>C. Cleanliness and Hygiene</p>	
<p>3. All employees, customers, delivery personnel and other onsite personnel must put on their masks properly at all times.</p> <p>Product testers and samples that require customer contact, e.g. cosmetics and food samples, must be removed.</p> <p>Ensure regular cleaning and disinfection of common spaces and items where applicable:</p> <ol style="list-style-type: none"> a. Counters and display shelves where customers are served. b. Items such as shopping trolleys/baskets and handrails, which have high human contact. c. Interactive hardware such as iPads, self-checkout kiosks or lift buttons. 	<p><i>Show or describe cleaning SOPs including steps to upkeep hygiene, schedules and instructions/ cleaning agents, where necessary and applicable.</i></p>

¹⁴ More information on SafeEntry and a full list of places where SafeEntry must be deployed can be found at <https://www.safeentry.gov.sg/deployment>.

¹⁵ Notable visible symptoms to look out for include: (a) coughing; (b) sneezing; (c) breathlessness; and (d) a runny nose.

¹⁶ Individuals with temperatures above 38 degrees Celsius are considered to have a fever. Supermarkets and stores providing beauty services in malls need not take the temperature of customers if the mall is already doing so. They should however do so, if they operate outside the mall hours.

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