

JOINT ADVISORY

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Updated as of 21 July 2021

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

1. The Multi-Ministry Taskforce (MTF) announced on 20 July 2021 the further tightening of community Safe Management Measures by going back to Phase 2 (Heightened Alert). This is to contain the current outbreak while pushing ahead with the COVID-19 vaccination programme for the population. Tightened measures will take place with effect from 22 July through 18 August 2021, and supersede those that were recently introduced.
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 comply with the following **from 22 July through 18 August 2021**:
 - 4.1. Social gatherings are allowed to comprise **up to 2 persons**, a reduction from 5 persons. In line with this, retail establishments are to ensure at least one-metre spacing between groups of customers (of up to 2 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.
 - 4.2. **The occupancy limit for malls and large standalone stores² will be one person per 16 sqm of Gross Floor Area (GFA)**, instead of one person per 10 sqm of GFA (see paragraphs 7 and 8). 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 SMMs.
 - 4.3. **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%**

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

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

operating capacity, whichever is lower³, instead of one person per 10 sqm of usable space or 50% operating capacity (see Annex B).

- 4.4. **Indoor “mask-off” services and activities must cease.** This includes dine-in F&B establishments, strenuous indoor exercise class or strenuous individual and group indoor sports and exercise activities. Personalised services which require masks to be removed (e.g. facials, saunas, make-up services), singing, and the playing of instruments that require intentional expulsion of air (e.g. wind or brass instruments) will also not be allowed. These restrictions will not apply to medical and dental consultations that require patients to have their masks removed.
 - 4.5. **Since 15 July 2021, it has been mandatory for establishments providing personal care services (e.g. facial and nail services, spas/saunas, massage establishments, hairdressing, and make-up services) 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.**
 - 4.5.1. This includes both part-time and full-time employees, as well as third-party contracted staff (e.g. cleaners) who work at the establishments. Business owners and store managers who work at the workplace must also undergo FET. Individuals who have recovered from a COVID-19 infection in the past 270 days are exempted from the FET Requirement. Establishments can refer to the following [Gobusiness portal link](#) for more details.
 - 4.5.2. From **22 July** though **18 August 2021**, employees placed on the mandatory FET regime will not be required to conduct FET if their business has ceased operations during the return of Phase 2 (Heightened Alert) as per paragraph 4.4. Businesses (originally providing mask-off services such as facials, spas/saunas and make-up services) that continue to remain open for sale of products or other services must continue to place their employees on the regular 14-day FET regime. Such regular FET will continue to be made free of charge during this period.
 - 4.6. **Food and drinks are not allowed at work-related events.**
 - 4.7. **From 21 July 2021, both TraceTogether-only SafeEntry (TT-only SE) and SafeEntry Gateway (SEGW) check-in requirements will be re-introduced at supermarkets located within TT-only SE buildings with the same operating hours.** Other supermarkets, e.g. standalone supermarkets, that have been implementing TT-only SE and SEGW check-in facilities must continue to do so.
 - 4.8. **To facilitate more precise contact tracing efforts, SafeEntry check-out is also encouraged.** Refer to paragraph 9.3 for details.
5. All retail establishments and lifestyle-related services are also to note the following measures:
- 5.1. Proactively manage potential contacts of positive COVID-19 cases at the workplace. Refer to <https://www.gobusiness.gov.sg/covid-faqs/> for more details.
 - 5.2. 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.

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

Work-related events

6. Work-related events (both non customer-facing and customer-facing⁴) can be held within the workplace premises and third-party venues. Prevailing guidelines for the respective event venues will apply.
 - 6.1. 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 workplace⁵ continue to apply.
 - 6.2. 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.
 - Each group must be limited to a maximum of 2 persons, with at least one-metre spacing between groups.
 - Food and drinks are not allowed.
 - All other prevailing workplace and venue SMMs must be adhered to.
 - 6.3. 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

7. From 22 July through 18 August 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 GFA⁶.
8. 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.

⁴ Non 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.

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

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

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

9. The following measures apply to all customer-facing operations of retail establishments and lifestyle-related services.
- 9.1. **Safe distancing**
- 9.1.1. Retail establishments are to ensure at least one-metre spacing between groups of up to 2 persons.
- 9.1.2. 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).
- 9.1.3. Employees must manage queues to ensure that safe distancing is observed at all times.
- 9.2. **Crowd management**
- 9.2.1. Activities and events at public and common areas such as mall atriums, public transport nodes, HDB estates and common corridors are not allowed⁷. 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 SMMs.
- 9.2.2. 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.
- 9.2.3. Operators of common play areas for children/toddlers/infants in retail stores or malls⁸ must ensure at least one-metre spacing between groups of customers.
- 9.3. **Contact tracing**
- 9.3.1. The following retail establishments are required to deploy SafeEntry⁹ via TT-only SE to log the check-in of customers, vendors and visitors to their premises¹⁰:
- Malls;
 - Large retail stores > 930 sqm or 10,000 sqft¹¹;
 - 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).
- 9.3.2. Retail establishments required to deploy SafeEntry for customers and visitors will need to provide the SafeEntry Gateway¹² (SEGW) as an option for SafeEntry check-in. SEGW is available as a feature within the SafeEntry (Business) App (updated to the latest version) and as a

⁷ Such 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.

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

⁹ 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/>

¹⁰ However, all retail establishments and lifestyle-related services must require their employees to do SafeEntry check-in..

¹¹ Large retail outlets that are fully within malls and buildings covered by SafeEntry and have the same operating hours, are not required to implement SafeEntry for customers, clients and visitors. They should, however, do so if they operate outside the mall hours.

¹² 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.

physical standalone device (SEGW Box). These establishments may apply for a free SEGW Box¹³.

9.3.3. **From 21 July 2021, TT-only SE and SafeEntry Gateway (SEGW) check-in requirements will be re-introduced at supermarkets that are fully within malls and buildings covered by SafeEntry and have the same operating hours.**

9.3.4. **To facilitate more precise contact tracing efforts, SafeEntry check-out is also encouraged.** Businesses can facilitate check-out for their customers by toggling to the SEGW check-out function within the SafeEntry (Business) App. Businesses with a higher throughput of visitors and places where people are likely to be in close proximity for prolonged periods with masks off will also be eligible for SEGW Check-out Boxes¹⁴.

9.3.5. Refer to **Annex A** for more details.

9.4. **Health checks**

9.4.1. All malls, large standalone stores, supermarkets and retail establishments providing personal care and beauty 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.

9.5. **Cleanliness and hygiene**

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

9.5.2. **All retail establishments must not serve food and drinks to customers.**

9.5.3. Hand sanitisers should be made available to employees and customers at common touchpoints (e.g. entry/exit doors, cashiers).

9.5.4. 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.

9.5.5. 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.

9.6. **Ventilation and improving indoor air quality**

9.6.1. Retail establishments and lifestyle-related services are strongly encouraged to improve ventilation and improve indoor air quality in all premises. Refer to **Annex B**.

¹³ Refer to [go.gov.sg/gateway-overview](https://www.go.gov.sg/gateway-overview) for how to implement the SEGW and apply for a free SEGW Box.

¹⁴ Refer to [go.gov.sg/gateway-overview](https://www.go.gov.sg/gateway-overview) for latest details on when the free SEGW Check-out Boxes are available.

¹⁵ 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.

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.

10. 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.
11. Refer to **Annex C** for other recommended guidelines, and **Annex D** on guidance for specific trades.

Safe Management Measures – Workplace premises¹⁸

12. To ensure COVID-safe workplaces, retail 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.
13. **Employers must ensure no cross-deployment across worksites¹⁹, i.e. no employee should work at more than one worksite.**
 - 13.1. 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 infection²⁰.
 - 13.2. 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

14. 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.**
15. 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.

¹⁸ Refers to the retail establishments' back-of-house operations involving employees, including at offices, warehouses and manufacturing facilities.

¹⁹ 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.

²⁰ E.g. systems are in place to ensure no direct contact between the cross-deployed personnel.

- Annex A – Details of SafeEntry check-in
- Annex B – Details on ventilation and improving indoor air quality
- Annex C – Other recommended guidelines for customer-facing operations
- Annex D – Trade-specific Safe Management Measures for Retail Establishments and Lifestyle-Related Services

Issued by:

Enterprise Singapore
Housing & Development Board
Singapore Tourism Board
Urban Redevelopment Authority

Details of SafeEntry check-in

- With TraceTogether-only SafeEntry (TT-only SE) implemented nation-wide, SafeEntry check-in can only be done by:
 - i) Scanning the SafeEntry QR code using the TraceTogether App;
 - ii) Presenting the TraceTogether Token QR code to the camera/2D scanner linked to SafeEntry (Business) App for scanning; or
 - iii) Bringing the TraceTogether Token or App close to a SEGW.
- The following retail establishments are required to deploy TT-only SE to log the check-in of customers, vendors and visitors to their premises²¹:
 - Malls;
 - Large retail stores > 930 sqm or 10,000 sqft²²;
 - 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).
- **After TT-only SE is implemented from 17 May 2021:**
 - i) Large retail stores (> 930 sqm or 10,000 sqft) located within a TT-only SE 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 TT-only SE building but with longer operating hours must implement TT-only SE outside the building's operating hours.
 - ii) 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.
- **Deployment of SafeEntry and SafeEntry Gateway for all Supermarkets:**
 - i) **From 21 July 2021**, SafeEntry and SafeEntry Gateway (SEGW) check-in requirements will be re-introduced at supermarkets that are fully within malls and buildings covered by SafeEntry and have the same operating hours.
 - ii) Other supermarkets, e.g. standalone supermarkets, that have been implementing TT-only SE and SEGW check-in facilities must continue to do so.
- Retail establishments required to deploy SafeEntry for customers and visitors need to deploy the 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 Box²³.
- **To facilitate more precise contact tracing efforts, SafeEntry check-out is also encouraged.** Businesses can facilitate check-out for their customers by toggling to the SEGW check-out function within the SafeEntry (Business) App. Businesses with a higher throughput of visitors and places where people are likely to be in close proximity for prolonged periods with masks off will also be eligible for SEGW Check-out Boxes²⁴.

²¹ All retail establishments and lifestyle-related services must require their employees to do SafeEntry check-in via TT-only SE.

²² Large retail outlets that are fully within malls and buildings covered by SafeEntry and have the same operating hours, are not required to implement SafeEntry for customers, clients and visitors. They should, however, do so if they operate outside the mall hours.

²³ Refer to go.gov.sg/gateway-overview for how to implement the SEGW and apply for a free SEGW Box.

²⁴ Refer to go.gov.sg/gateway-overview for latest details on when the free SEGW Check-out Boxes are available.

- For avoidance of doubt, TraceTogether Token check-in and SEGW both refer to the mode of check-in, while TT-only SE refers to the overall programme which will permit only TraceTogether modes of check-in (i.e. TraceTogether App or Token).

For more information on SafeEntry, please refer to the FAQs on www.safeentry.gov.sg.

Ventilation and improving indoor air quality

- Retail establishments and lifestyle-related services are strongly encouraged to improve ventilation and improve indoor air quality in all premises.
- 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.
- 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.
- For naturally ventilated spaces, establishments should enhance ventilation with fans and similarly keep the space as open as possible.
- 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)²⁵.

²⁵ 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.

Other recommended guidelines for customer-facing operations**A. Queue management**

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

B. Crowd management

- Limit groups of customers entering the store to no more than 2 persons.
- Do not hold activities that would attract large crowds inside and outside of the retail establishment (e.g. celebrity appearances, aggressive shopping deals, closed-door members sales).
- A standard operating procedure (SOP) should be put in place to manage long queues and large crowds that could form inside or outside stores (e.g. where popular products are displayed) and/or the mall.
- Encourage the use of self-checkout, and 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 services (e.g. consultation, repairs).
- Consider placing frequently purchased goods and necessities near the entrance or checkout to facilitate movement and reduce in-store dwell time.
- Operators should take additional steps to manage the capacity within common play areas for children/toddlers/infants (e.g. deploying an employee to man the area), where practicable.

C. Health checks

- All retail stores not mandated to conduct temperature screening and not located within malls are encouraged to do so and check for visible symptoms where practicable.

D. 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, high-touch surfaces like door handles, as well as common play areas. Encourage customers to sanitise their hands before entering stores and/or handling products on display.
- Supermarkets and other retail establishments which provide trolleys and baskets to their customers are encouraged to provide disinfectant wipes for customers to clean the handles of such trolleys and baskets.
- Products that customers touch frequently such as clothes, footwear, jewellery, accessories and optical products, should be cleaned, sanitised or sterilised frequently, where possible.

E. 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.

F. Use of retail establishments as a third-party venue for work-related events

- If a retail outlet is used as a third-party event space, as a best practice, only one event should be held in the outlet at a time. If not feasible, each third-party event should be clearly demarcated from the others, as well as from the main consumer shopping area. Each area should be kept completely separate by either a solid partition (at least 1.8-metre high, from wall to wall), or a minimum 3-metre spacing demarcated by continuous physical barriers (e.g. plexiglass screens, barricade tape, queue poles). There should be no mixing or intermingling of guests from separate events. Food and drinks must not be served.

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.

- **Retail establishments are reminded to ensure that their employees and customers wear their masks properly at all times, except when eating or drinking.**
- The other measures indicated as “**MUST**” below are also 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 neighbouring stores or 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 systems²⁶. • Food delivery personnel entering the malls for food collection must do their SafeEntry check-in and temperature screening. Malls are encouraged to set up dedicated lanes for these food delivery personnel to enter the malls or allow them to be prioritised in other ways. This is so as to better manage the queues and mall capacity. • Malls are encouraged to designate and clearly 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 as these individuals may not have any suitable space to do so. Malls must ensure that these individuals consume their meals alone, keep a distance of at least one metre from any other individual and refrain from interacting with anyone. They must also ensure that these individuals wear their masks immediately after eating or drinking. SafeEntry check-in must be deployed at these designated areas.

²⁶ While implementing the necessary SMMs, malls should ensure that the entrance and exit points remain accessible to those with disabilities.

<p>Supermarkets, Convenience stores, Mini-marts</p>	<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>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.
<p>Books & Stationeries</p>	<ul style="list-style-type: none"> • Minimise browsing time by encouraging customers to read book summaries online and reduce browsing in-store.
<p>Department stores</p>	<ul style="list-style-type: none"> • 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"> • Swatches and 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 Personal Care Services below.</i></p>
<p>Pharmacy, Traditional Chinese Medicine (TCM), Health Supplement Retail</p>	<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.

- **Retail establishments are reminded to ensure that their employees and customers put on their masks properly at all times, except when eating or drinking.**
- The other measures indicated as “**MUST**” are also 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
Personal Care Services (Spa and Wellness, Hair and Make-up, Nail Services, etc.)	<p>Services and activities that require customers to remove their masks must cease from 22 July through 18 August 2021.</p> <ul style="list-style-type: none"> • From 15 July 2021, it is mandatory for establishments providing personal care services (e.g. facial and nail services, spas/saunas, massage establishments, hairdressing, and make-up services) to place all employees on a regular Fast and Easy Testing (FET) regime <u>once every 14 days</u>, using tests such as antigen rapid test (ART), regardless of their vaccination status. This includes both part-time and full-time employees, as well as third-party contracted staff (e.g. cleaners). From 22 July through 18 August 2021, the mandatory FET will not be required for establishments whose operations are suspended during this period. • All facial treatments/therapies/ grooming, saunas and make-up services are NOT ALLOWED within this period of tightened measures. • For other services, masks MUST be worn by customers and employees at all times. • 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. • To avoid overcrowding, customers MUST NOT enter the premises until 10 minutes prior to the start of their appointment session. While within the premises, customers should refrain from mingling with other customers or employees. • All operators MUST NOT serve food and drinks to customers, and should remove shared items such as magazines and newspapers. • Operators that provide F&B offerings (e.g. restaurant) in their premises can only provide takeaway services, in a separate area from where the personal care service is provided.

- 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.

Spa and Wellness

- 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.

Note: Massage Establishments should refer to the Singapore Police Force's [Advisory on Safe Management Measures for Massage Establishment Outlets](#).

Hairdressing Services

- 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.

Nail Services

- 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.

	<ul style="list-style-type: none"> Use alternate workspace stations to ensure a safe distance of at least one metre between customers.
Financial Services (Licensed and Exempt Moneylenders, Money Changers, Pawnbrokers, Remittance Services)	<ul style="list-style-type: none"> Encourage customers to sanitise hands before and after handling currency notes and coins. <p><u>Licensed Moneylenders and Exempt Moneylenders</u></p> <ul style="list-style-type: none"> Encourage the use of digital payments and/or online transfers. Encourage customers to book appointments ahead of visits. Encourage online submission of documents prior to appointments for credit assessment. <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 ahead of visits. <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.
Commercial Family Entertainment Centres (Indoor Kids' Playgrounds, Recreation and Leisure Centres)²⁷	<ul style="list-style-type: none"> Operators MUST conduct temperature screening and checks on visible symptoms for customers at entrances, and turn away those with fever and/or who appear unwell. From 22 July through 18 August 2021, operating capacity MUST be kept to a maximum of one person per 16 sqm of usable space or 25% operating capacity, whichever is lower²⁸, instead of one person per 10 sqm of usable space or 50% operating capacity. Commercial Family Entertainment Centres with > 930 sqm (or 10,000 sqft) of Gross Floor Area can review operating capacity by referring to SMMs for Attractions released by STB, and submit refreshed proposals to enquiry@enterprisesg.gov.sg Please refer to the Assessment Checklist: Requirements for Re-opening Proposal for the list of operational areas to be addressed and measures required for each area.

²⁷ Indoor attractions in touch with STB should continue to liaise with STB on the latest SMM guidelines.

²⁸ Facilities below 50 sqm can admit up to 3 persons. This does not include employees.

	<ul style="list-style-type: none"> • Groups of customers, including those participating in any organised group activities, MUST be limited to 2 or fewer persons, with at least one-metre spacing between tables or groups. • To reduce crowding, operators should: <ul style="list-style-type: none"> ○ Encourage guests/participants to book appointments in advance; ○ Implement a queue management system for entry into premises and between activity stations with clear demarcations for one-metre spacing among customers. • Consider having employees and guests/participants wear disposable gowns, gloves and socks within premises, where practicable. • Place hand sanitisers near frequently touched surfaces such as grab-bars. • Regularly clean and disinfect high-touch/interactive equipment and components within the premises. • Ensure that each activity station is manned and supervised by an employee, where practicable.
Unmanned Massage Chairs, Claw Machines, Photobooths, Kiddy Rides	<ul style="list-style-type: none"> • While using these facilities, customers MUST be at least one metre apart. • Operators MUST clean and disinfect the massage chairs or machines frequently and between peak periods of usage, and at the end of the day, even if the facilities have self-disinfecting coatings. • Display signages to guide customers on safe distancing measures while using the facilities. • Provide hand sanitisers for customers to use before and after their sessions.
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 Sport Singapore's media releases for updates.
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.
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