

# HEARTLAND BIZ

AUG 2023

# Engaging Our Stakeholders



HEARTLAND  
SHOPS STUDY

商店研究

FEATURES

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# Heartland 商店研究 Shops Study

HDB and ESG unveiled the key findings of the Heartland Shops Study at the launch of Heartlands Festival 2022, where more than 2,800 stakeholders gave their views throughout the course of the study. The findings reflect Singaporeans' shared vision of heartland shops that are vibrant, inclusive, and imbued with local character.

In response to feedback from the study where participants requested for a better curation of shops in the heartlands and to bring this shared vision to life, HDB announced a slew of initiatives, viz.:

在邻里节2022启动仪式上,建屋发展局(以下简称建屋局)和新加坡企业发展局公布了邻里商店调查结果的几个重大发现。该调查显示:超过两千八百位相关人士提供了反馈,调查结果更反映了新加坡人期望打造充满活力、包容性和深具本地特色的邻里商店。

针对调查结果,建屋局在听取了国人的意见之后,宣布了一系列举措,希望为国人实现愿景,创建多彩丰富的邻里。这一系列措施包括:



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**1 Enhancement of Price-Quality Method (PQM) tenders** for HDB shops with reduced weightage given to tender price and higher weightage accorded to quality of proposal to better meet residents' needs. PQM tenders will also be extended to more types of shops, with differentiated scoring matrices for each category to better reflect what residents find important.

**优化“价格与素质准则”:**在评估组屋商店招标时,建屋局将降低招标价格的比重,转而更注重“素质”,希望得标者所提供的服务可以更符合居民的需求。建屋局也将扩大新的“价格与素质准则”招标活动,为不同的商店类型制定不同的评分标准,以便更好地吸引多元化商店进驻邻里社区,满足居民的各种需求。



**2 The Enhanced Entrepreneurship Scheme** to help promising and innovative entrepreneurs set up businesses in the heartlands and to refresh and boost the range of goods and services offered in HDB estates. Eligible start-ups will benefit from a 10% rental discount for their first 3-year tenancy and will be allocated HDB shop spaces across more locations.

**提升创业奖励计划:**提升这个计划是为了协助有前途、愿意创新的企业家能够顺利地在邻里社区建立自己的企业。这也同时能够焕发组屋区的商业活动,让居民享受更广泛的服务和商品。符合条件的初创者除了可以在首三年内享有百分之十的租金折扣,还会被分配到更多的地点。



Featuring budding start-ups - Sixth Floor Oyster Cake and Super Wok at Northshore Plaza who received support under the ESG Entrepreneurship Scheme

位于北岸广场的“六楼蚝饼”和“快炒”都是在新加坡企业发展局计划下获得支持的初创业者

**3 Enhancement of support for social enterprises and businesses with inclusive hiring practices,** through an increased rental discount of 30% for a 3-year tenancy, and upon renewal, extension of the rental discount for a subsequent 3-year tenancy. There will also be an increase in the number of shop spaces made available for direct allocation to such enterprises.

**加强对社会企业和采取包容性招聘企业的资助:**该项计划给予这类企业长达三年的百分之三十租金折扣。三年后,如果企业选择续约,同样的优惠将延续多三年。这类企业也可分配到更多店面选择。

**4 The Enhanced Revitalization of Shops (ROS) Scheme** to help retailers carry out improvement works at the common area and upgrade the shopping environment with increased co-funding support by HDB and reduced co-payment by retailers. The enhanced scheme will also comprise a new funding category for optional works, to encourage shop owners to carry out shopfront improvement works in tandem with ROS upgrading, and allow upgrading to proceed with a minimum of 75% support from retailers so that more shops can take up and benefit from the scheme.

**“为商店重新注入活力”计划:**这个计划提供津贴,协助商店进行公共场地的翻新工作,改善商店的购物环境。在新的计划下,建屋局将替零售商分担更高的翻新费用。这个计划也推出新的资助模式:假如配合“为商店重新注入活力”翻新计划进行店面可选择性装修工作,建屋局将提供一定的资助。这项计划只需达到最低百分之七十五零售业者的支持,便可进行。这能让更多零售业者在计划下受惠。

**5 Increase in budget meal options in HDB eating houses** to ensure that residents have access to affordable meals. From May 2023, all rental coffeeshops due for tenancy renewal will need to provide four budget meals and two budget drinks. To ease the transition for coffeeshop operators and stall holders, HDB will be offering a rental discount of 5% off their renewal rents for one year, from the time the new requirements are in place.

**在建屋局出租的咖啡店内提供更多价格大众化的餐饮选择:**从2023年5月起,建屋发展局租赁的咖啡店在续约时,需满足提供四种经济餐和两款经济饮料共食客选择。为支持缓解餐饮业者和摊位租户的续约情况,建屋局将为所有续约业者提供百分之五的租金折扣,有效期从新设施落实后开始,为期一年。



# Good Practice-Operating in the Heartlands



## 良好的做法——在邻里经营业务

Here are the good practices to adopt when operating in the heartlands:  
在邻里社区经营业务, 应该采用以下几个良好的方法:

### KEEP IT CLEAN 保持店面清洁

Shops are naturally susceptible to pests given the amount of public interactions on a daily basis, coupled with areas for storage of goods and staff meal breaks. If left unrestrained, pest infiltrations are inevitable. In this issue, we will focus on rodents, which are notorious for spreading diseases via food contamination and disease transmission.

邻里商店常常会迎来很多客户, 顾客流量大、店面也因此会存放商品, 加上员工也可能在店内用餐, 因此店内容易引来害虫。如果不妥善处理, 害虫滋生是必然的。这一期, 我们将重点关注鼠害问题, 尤其是鼠类容易污染食品、散播疾病。



Identifying possible signs of rodent infestation:  
辨别鼠类出没的迹象:

- **Gnaw marks on doors and false ceiling bitten through by rats**  
门和吊顶出现被咬过的痕迹
- **Rat droppings**  
老鼠粪便
- **Rat burrows**  
老鼠洞
- **Sighting of live rats**  
目击老鼠出没

Rat droppings 老鼠粪便



## As an Operator



Operators are responsible to put in place effective rodents prevention measures to protect their premises from any pest infestation before they create serious hygiene issues to the surrounding living environment:

零售业者有责任为自己负责的地方采取有效的措施, 保护环境清洁卫生, 避免鼠患滋扰而造成严重的卫生问题。

### Ensure proper waste disposal from your business operation 确保营业场所的各类垃圾得到妥善处理

- **Keep bin covered when not in use**  
确保垃圾桶在没有使用时, 必须盖好
- **Refuse bags should be tied up and not have any holes**  
垃圾袋装满后, 必须绑紧, 确保没有漏洞

Proper waste disposal  
正确的垃圾处理方式



### Adopt good housekeeping practices 各类清洁工作和杂活必须勤加执行

- **Maintain cleanliness and keep area clutter-free**  
保持环境清洁卫生, 整洁干净
- **Food operators should store and keep food in pest-proof containers**  
餐饮业者应该妥善保存食材, 最好使用防虫容器来存放

Maintain good cleanliness  
保持良好的清洁卫生



### Eliminate shelters and entry points for pests 清除所有害虫可能寄生的地方或进出口, 杜绝它们的滋生

- **Seal any holes or crevices in the ceilings, walls or floors**  
将天花板、墙壁和地板所有洞口密封起来
- **Ensure floor traps and downpipe are properly covered with grating**  
确保底板活门和排水管都被格栅覆盖

Regular follow ups by PCO  
害虫管控专家的定期巡查



### Effective pest control programme 有效的预防害虫计划

- **Engage a registered Pest Control Operator (PCO) to conduct periodic inspections/checks to identify possible access points for rodents**  
聘请专业的害虫管控专家, 定期到店面巡查, 找出任何可能让害虫出没的进出口
- **PCO should provide service reports detailing the pest situation, findings, follow ups and advice on preventive measures**  
害虫管控专家应该在每次的巡查后, 提供详细的报告, 说明调查结果、害虫入侵情况、应该采取的后续动作, 以及相关的防御措施。

# What can I do?

Here are the good fire safety practices that operators should adopt:

以下是所有业者必须遵守的安全防火策略:



## KEEP IT SAFE 保持场所安全

- **Keep fire escape route free obstruction at all times**  
确保火患逃生路线时刻畅通无阻



- **Prevent overloading of power points**  
预防电源过载



- **Avoid running cables across areas near water or open flames**  
避免电缆安装在靠近水或明火的地方



- **F&B operators should clean exhaust ducts regularly to prevent grease build up which can cause fire to spread very quickly in the event of a stove fire**  
餐饮业者必须定期清理排气管, 避免油烟堆积, 导致火患加速蔓延



- **Never spray water on oil fire. Try one of these methods:**  
切记: 不能在油火上喷水。遇到油火事故, 你可以采取以下方式安全灭火:



- › **If the fire is small, cover the pan with a lid and turn off the burner.**  
如果火势不大, 用盖子盖住油锅, 然后关掉火炉。
- › **Throw lots of baking soda or salt on it. Never use flour, which can explode or make the fire worse.**

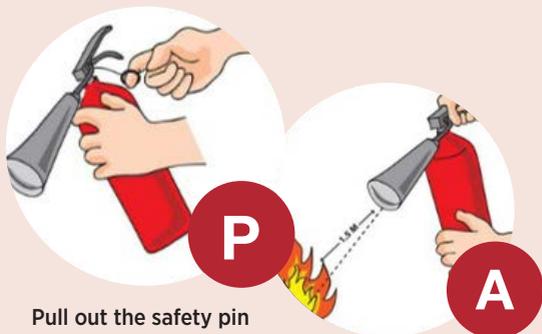
如果火势比较大, 可以往火里撒大量的小苏打或盐。千万不要撒面粉, 因为面粉会引发爆炸或加重火势。

- › **Smother the fire with a wet towel or other large wet cloth.**  
可以使用湿毛巾或大片的湿布来灭火。
- › **Use a fire extinguisher.**  
使用灭火器

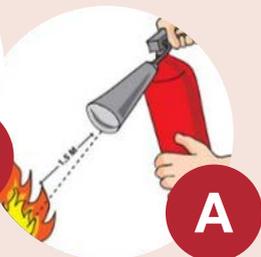
- **It is best every stall is equipped with a fire extinguisher and stall holders are familiar with using them**  
每个餐饮摊位最好装备灭火器, 摊主们也必须熟悉灭火器的用法。



## Steps To Operate Fire Extinguisher 如何正确操作灭火器



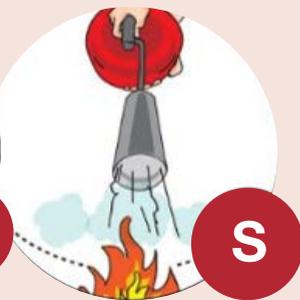
Pull out the safety pin



Aim the nozzle at the base of the fire



Squeeze the lever



Sweep the nozzle from side to side

# Be Good Neighbours



Good neighbours play an important role in making the living environment more pleasant for all:

好的邻居会让社区生活环境变得更加宜人。好邻居可以发挥以下重要的作用:

## KEEP IT CONDUCTIVE 确保环境舒畅

- **Minimise deliveries during wee hours**  
避免或减少在凌晨时分运送或接收包裹。
- **Keep volume down at all times, especially during late nights and wee hours of the morning.**  
时刻避免制造噪音, 尤其是深夜或凌晨时分。

For eating house operators, do take note that public entertainment events such as getai performance and beer drinking competition are not allowed within the eating house or Outdoor Refreshment Areas (ORAs).  
餐饮场所经营者需注意: 餐饮场所内或户外用餐区都不能用来举办公共娱乐活动, 如歌台。

- **Regular maintenance of roller shutters to prevent noise nuisance**  
定期维修扇卷闸门, 避免操作扇卷闸门时发出噪音。



Did you know?

**Under the Public Entertainments Act (PEA), unless granted an exemption, any organisation intending to offer public entertainment in any publicly accessible location, regardless of whether it is free or involves charges, must adhere to the following requirements:**

你知道吗? 在“公共娱乐法令”下, 除非得到相关机构的特别豁免, 任何机构如果想要在任何公共场所提供公共娱乐, 不管娱乐方式是否免费或收费, 都必须遵从以下条规:

- **Conduct the event in a venue approved by Singapore Police Force (SPF)**  
举办公共娱乐的场地必须得到新加坡警察部队的批准。
- **Comply with a valid Public Entertainment Licence (PEL) issued by SPF**  
遵守新加坡警察部队发出的有效“公共娱乐执照”。

**Engaging in or assisting with provision of public entertainment without a PEL is an offence punishable by a fine upon conviction.**  
未得到“公共娱乐执照”就参与或协助举办公共娱乐, 是触犯法律的。一经定罪, 可处以罚款。

It only takes a few simple steps to ensure that we are considerate towards our neighbours. In turn, you may be surprised by your neighbours' appreciation for your kindness!

我们只需要采取几个简单步骤, 就能够给予善意、关怀邻居。殊不知, 他日邻居回报的善意也能够触动你!



# Sharing Sessions with HDB Retailers



为建屋发展局零售商举办的分享会



Scan this QR or visit <https://go.gov.sg/hecssg> to find out more about HECS and how they support heartland transformation!

扫描QR码或浏览 <https://go.gov.sg/hecssg> 网页以获取更多新加坡邻里企业中心的相关资料 and 该机构如何给邻里社区带来全新的转变。



Along with the lifting of restrictions, HDB resumed our in-person sharing sessions with retailers in Dec last year. Speakers from Heartland Enterprise Centre Singapore (HECS) and their partner vendors were invited to share how the Heartlands Go Digital scheme help heartland retailers. In response to participants' feedback, we held our virtual session centered on Service Excellence in Apr this year, followed by an in-person sharing session conducted in Mandarin, where HECS shared about their business advisories services on visual merchandising, e payment and service excellence diagnostic toolkit.

继限制放宽后,建屋局于去年十二月恢复举办分享会,与零售商面对面交流。来自新加坡邻里企业中心及其合作伙伴的主讲人受邀分享邻里企业数码化计划的使用方法,以及该数码计划如何能够帮助邻里零售商。为了回应参与者的反馈,我们于今年四月举办了虚拟线上会议。这次的会议以卓越服务为主题,还包括了以华语进行的面对面分享会。新加坡邻里企业中心在会上分享了该中心提供的商业咨询服务,如视觉营销、电子支付,和卓越服务商业版诊断工具包。

We appreciate your feedback on upcoming topics that would be useful for your business. Stand to receive a token of appreciation by participating in our feedback survey while stocks last.

Visit <https://go.gov.sg/heartlandbizfeedback> now!

建屋局欢迎您对接下来的主题提出建设性反馈。参与我们的反馈调查即可获得一份小礼,送完为止。

现在就浏览\*<https://go.gov.sg/heartlandbizfeedback>\*或扫描QR码,参与调查!

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