

Heartland Enterprise Upgrading Programme

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What is the Heartland Enterprise Upgrading Programme?

The Heartland Enterprise Upgrading Programme (HEUP), supported by Enterprise Singapore and the Housing & Development Board (HDB), aims to accelerate heartland precinct rejuvenation and the transformation of heartland enterprises.

The HEUP provides an integrated support package for selected Merchants' Associations (MAs) to implement holistic transformation plans for their precincts, in partnership with the Heartland Enterprise Centre Singapore (HECS)¹.

MAs are important intermediaries between heartland enterprises and stakeholders such as the Town Councils, grassroots organisations, and government agencies. The HEUP will enable MAs to play a stronger role in the heartland precinct rejuvenation and heartland enterprise transformation, to create more vibrant Singapore heartland precincts with distinctive themes and identities.

How does it work?

MAs which are keen to drive precinct rejuvenation and uplift the capabilities of heartland enterprises in their precinct will develop and implement a four-year rejuvenation plan, with support from Enterprise Singapore, HDB, and HECS. A rejuvenation committee led by the local grassroots adviser will be set up to oversee this effort.

Under the programme, MAs and the heartland enterprises will receive support in areas such as:

Areas	Co-funding Support
Common area upgrading ²	<ul style="list-style-type: none">For sold shops, shop owners co-payment share will be lowered from 20% to 10%. HDB and Town Councils will bear the balance of the upgrading cost, capped at \$31,500 per sold shop.

¹ Launched in June 2019, the Heartland Enterprise Centre Singapore (HECS) is a dedicated centre that champions the rejuvenation and transformation of heartland precincts. Supported by Enterprise Singapore and the Federation of Merchants' Association Singapore (FMAS), HECS works with MAs to drive enterprise transformation efforts, workforce upgrading programmes and place-making activities.

² Aligned with enhanced co-funding parameters for common area upgrading under HDB's Revitalisation of Shops (ROS) Scheme. HDB is also studying formal polling for ROS common area upgrading works to better facilitate implementation of the scheme. More details will be shared when ready.

	<ul style="list-style-type: none"> For rental shops, HDB and Town Councils will continue to bear 90% and 10% of the costs respectively, capped at \$35,000 per rental shop.
Place-making activities	<ul style="list-style-type: none"> Increased funding support for place-making activities up to 70%¹. The funding will also cover a wider range of eligible activities.
Precinct-level capabilities upgrading	<ul style="list-style-type: none"> Up to 70% funding support for precinct-level capabilities upgrading projects and training.

When will it be launched/implemented?

The programme will be launched by mid-2020. More details will be released by Enterprise Singapore.

Who can apply for the Heartland Enterprise Upgrading Programme?

MAs operating in HDB's heartland precincts will be eligible to apply for the HEUP, subject to the support of the local grassroots advisers.

More details will be released at the launch in mid-2020.

How many precincts/MAs will be supported under the HEUP? How much funding support can they receive?

Enterprise Singapore and HDB will support at least 3 MAs for a start, and expect to onboard more MAs in future. Each precinct can expect to receive up to \$4.5m in funding from HDB and ESG, depending on the number and type of shops at each precinct.

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¹ Up to 70% in the first 2 years, and up to 50% in the 3rd and 4th years.

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