

Merseyflow Community



merseyflow

Quicker, easier, more reliable journeys

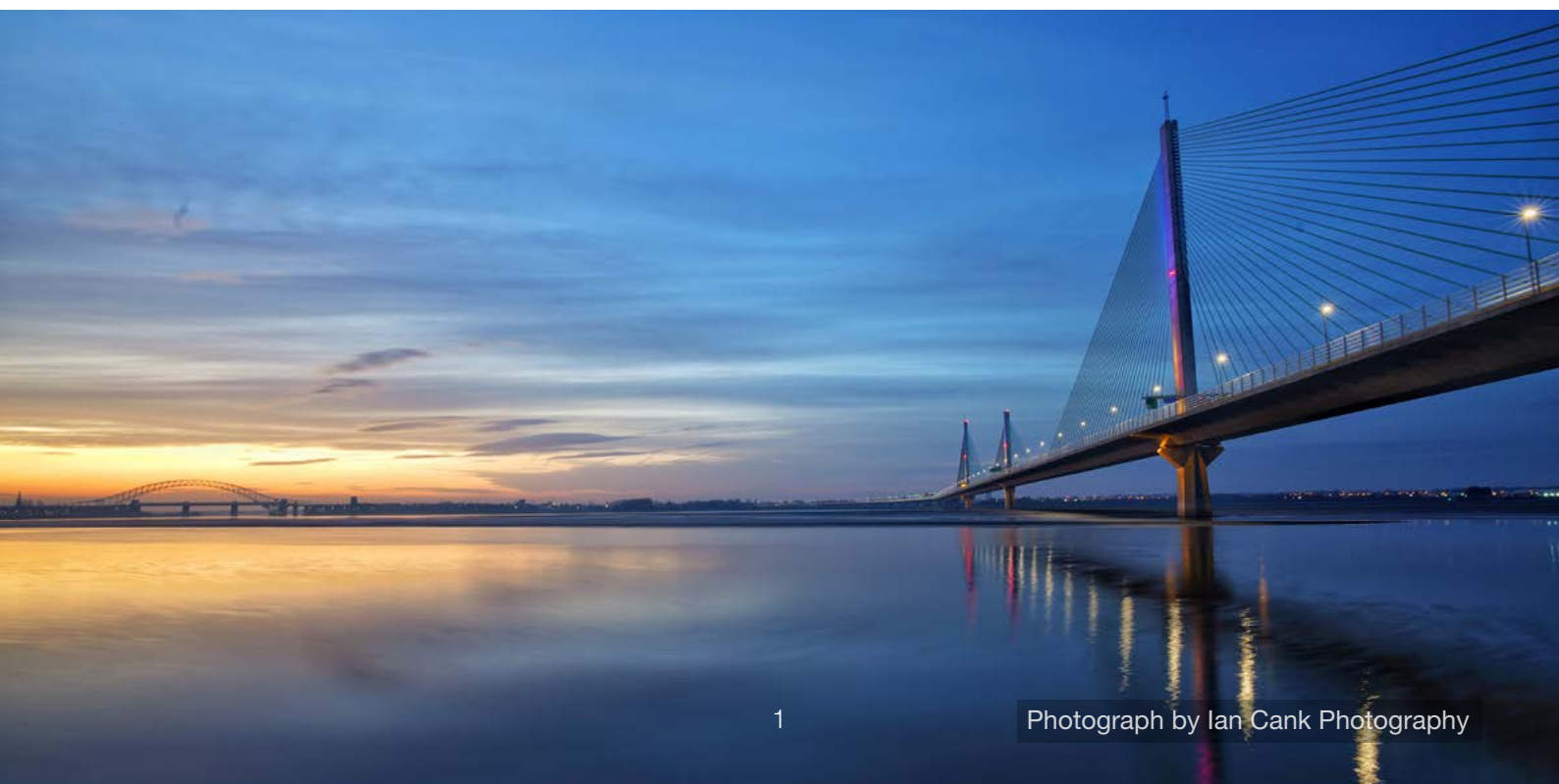
January 2026

27 million journeys made over the River Mersey in Halton in 2025

Crossings over the River Mersey in Halton reached a new high last year with 27 million journeys made by residents, businesses, commuters and visitors over the Mersey Gateway and Silver Jubilee Bridges in 2025.


This is the highest number of crossings recorded since the Mersey Gateway Bridge opened in October 2017, with October 2025 the busiest single month since that opening in terms of bridge traffic.

Well over 2 million vehicles are consistently making the journey over one of the two bridges each month, with the vast majority of people choosing to pay for their crossings using automated or digital payment methods.



Merseyflow Dashboard

October-December 2025

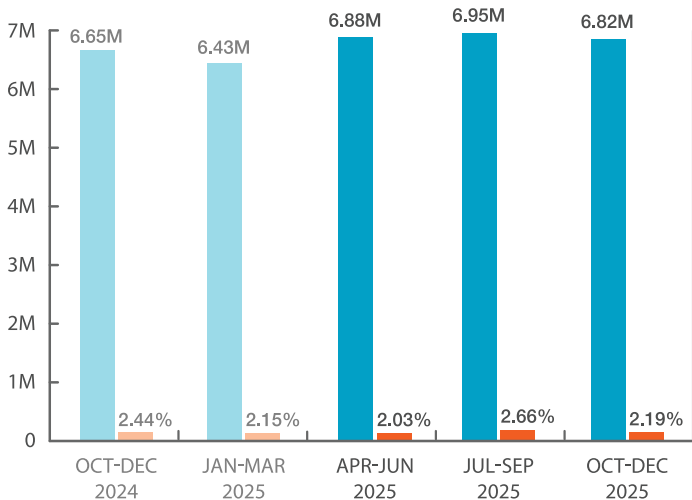
The quarterly merseyflow dashboard provides a range of information for the public and our stakeholders. It's a quick and easy way to view key statistics about the bridges and tolls/charges. **The full dashboard and further statistics can be found on our website** 

Our latest quarterly dashboard shows:

- **27 MILLION JOURNEYS WERE MADE ACROSS THE TWO BRIDGES DURING 2025** – this made it the busiest year for journeys over the river in Halton since the Mersey Gateway Bridge opened back in 2017
- **OCTOBER 2025 WAS A RECORD MONTH FOR CROSSINGS** – 2.39 million journeys were made over the Mersey Gateway and Silver Jubilee Bridges in October 2025, making it the busiest month on record
- **MORE CUSTOMERS CHOOSING TO REGISTER WITH MERSEYFLOW AND USE THE AUTO TOP-UP SYSTEM THAN EVER** – shown by 94% of customers using digital or automated payment methods.
- **PCNs REMAIN LOW AS A PERCENTAGE OF OVERALL JOURNEYS** – over 97.8% of journeys were paid for on time

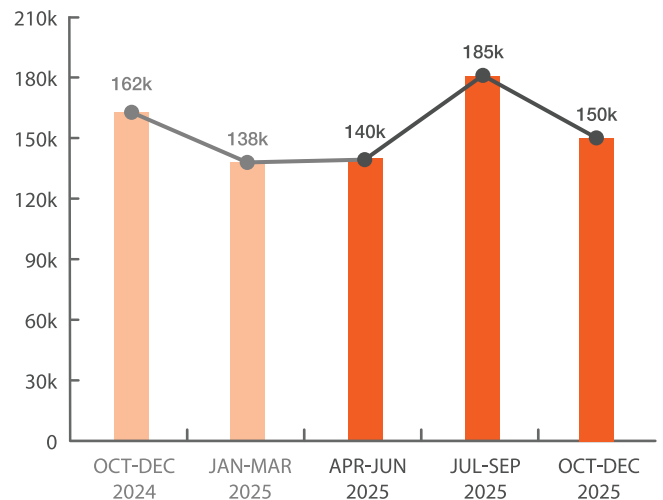
Year on year traffic increases

Total journeys and number of PCNs issued

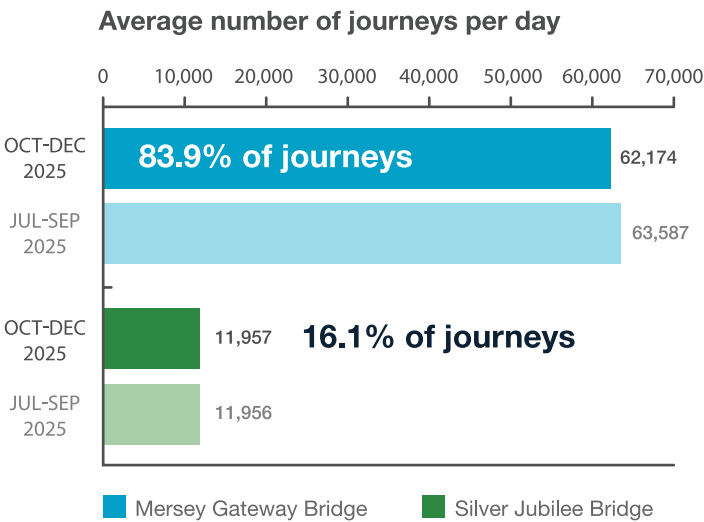


PCNs drop year on year

PCNs issued

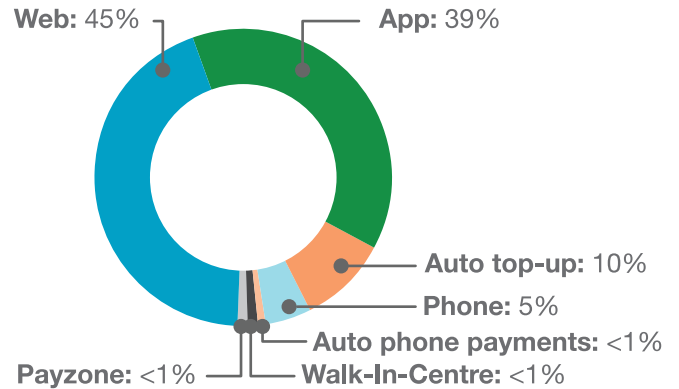


Bridge usage from October – December 2025



Payment methods October – December 2025

94% of payments made via digital or automated channels

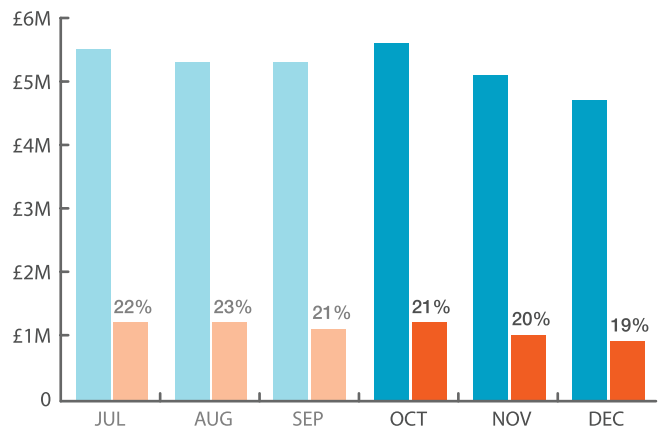


Total journeys and Penalty Charge Notices (PCNs)

Over 97.8% of customers paid their toll/charge on time

Total journeys (2025)		PCNs issued (2025)	
July:	2.37M	July:	65k
August:	2.29M	August:	65k
September:	2.29M	September:	55k
October:	2.39M	October:	55k
November:	2.26M	November:	47k
December:	2.17M	December:	48k

Revenue (total and percentage from PCNs)



Total revenue		Revenue from PCNs	
July:	£5.5M	July:	£1.2M
August:	£5.3M	August:	£1.2M
September:	£5.3M	September:	£1.1M
October:	£5.6M	October:	£1.2M
November:	£5.1M	November:	£1.0M
December:	£4.7M	December:	£0.9M



Neil Conway, Chief Executive of merseyflow, said:

It's great to see that alongside the record numbers of vehicles using the bridges, we have an ongoing increase in the customer take-up of our auto-pay and digital payment options.

Our new app upgrade, launched in October, means that for the first time, our app mirrors the full functionality of the merseyflow website. This now enables all customers to manage their accounts, access discount schemes and make payments using either the merseyflow app or the merseyflow website from their preferred device.

All revenue, either from tolls/charges or PCNs, contributes towards payment for the Mersey Gateway Bridge.



Merseyflow team celebrates European award success

The team behind merseyflow and its parent company, Emovis, have been recognised at the “Oscars of the contact centre industry”.

At a spectacular ceremony in London in November, the team won two awards at the European Contact Centre and Customer Service Awards (ECCCSAs) for the UK.

Against tough competition from brands like Volkswagen, Mastercard, TSB and Saga, our team walked away with a silver award for Best Customer Service Team for the merseyflow walk-in centre, and a bronze award for Most Effective Application of Technology to Enhance the Customer Experience in partnership with Digital Language Partners for the work with the Chatbot feature on the merseyflow website.

The company was also shortlisted in two other categories for Best Supporting Team and Greatest Impact of AI by an Outsourcer.

Now in its 25th year, the prestigious ECCCS Awards attracts thousands of entries across Europe and is the longest running awards ceremony in the customer contact industry. The awards recognise organisations that value their people, continually innovate to improve the customer experience and operate efficiently and effectively.

Huge success for this year's toy appeal

Merseyflow's walk-in centre in Manor Park was transformed into a Santa's Grotto with over 80 sacks of new toys and gifts for children and teenagers of all ages donated, thanks to the generosity of customers and staff, as Halton Family Hubs' annual Christmas Toy Appeal came to a close.

The toys were delivered to disadvantaged children in Halton in the festive period as part of Halton Family Hubs' annual appeal, which supports hundreds of disadvantaged children from some of Halton's most deprived areas by collecting toy and gift donations and distributing them to those in need.

Merseyflow and Merseylink kickstarted the appeal with a donation of brand-new toys worth £4,000, and a further £500 of toys and gifts were donated by Merseylink's financial advisor Avison Young.

This is the sixth year that merseyflow has supported Halton Family Hubs over the festive season, collecting hundreds of donations to help brighten Christmas for those in need.



Local junior sports teams win free kits thanks to merseyflow

After a fantastic response from local Under 14 teams in our Team Spirit 2025 competition, five lucky winners received full team kits up to the value of £1,000 for their team.

The winners are:



Runcorn Linnets Green/Orange U11s FC



Pexhill FC Jaguars U14s



Nellies Vikingettes Netball Team



ABC Amateur Boxing Club (Little Hitters)



The Next Step Dance Academy

Festive fun for local Hospice

We all had lots of festive fun taking part in the annual Santa Dash, which raised over £17,000 and counting for Halton Haven Hospice.

Almost 500 Santas took to the streets as part of the 3km fun run from Spike Island to Runcorn over the Silver Jubilee Bridge to raise the vital funds needed for Halton Haven Hospice to continue providing a peaceful

space, specialist end of life care and support here in Halton.

As well as sponsoring the event, merseyflow had a team of staff taking part in the Santa Dash – all dressed in full Santa outfits!

Well done to everyone who took part.



How to contact us



info@merseyflow.co.uk



www.merseyflow.co.uk