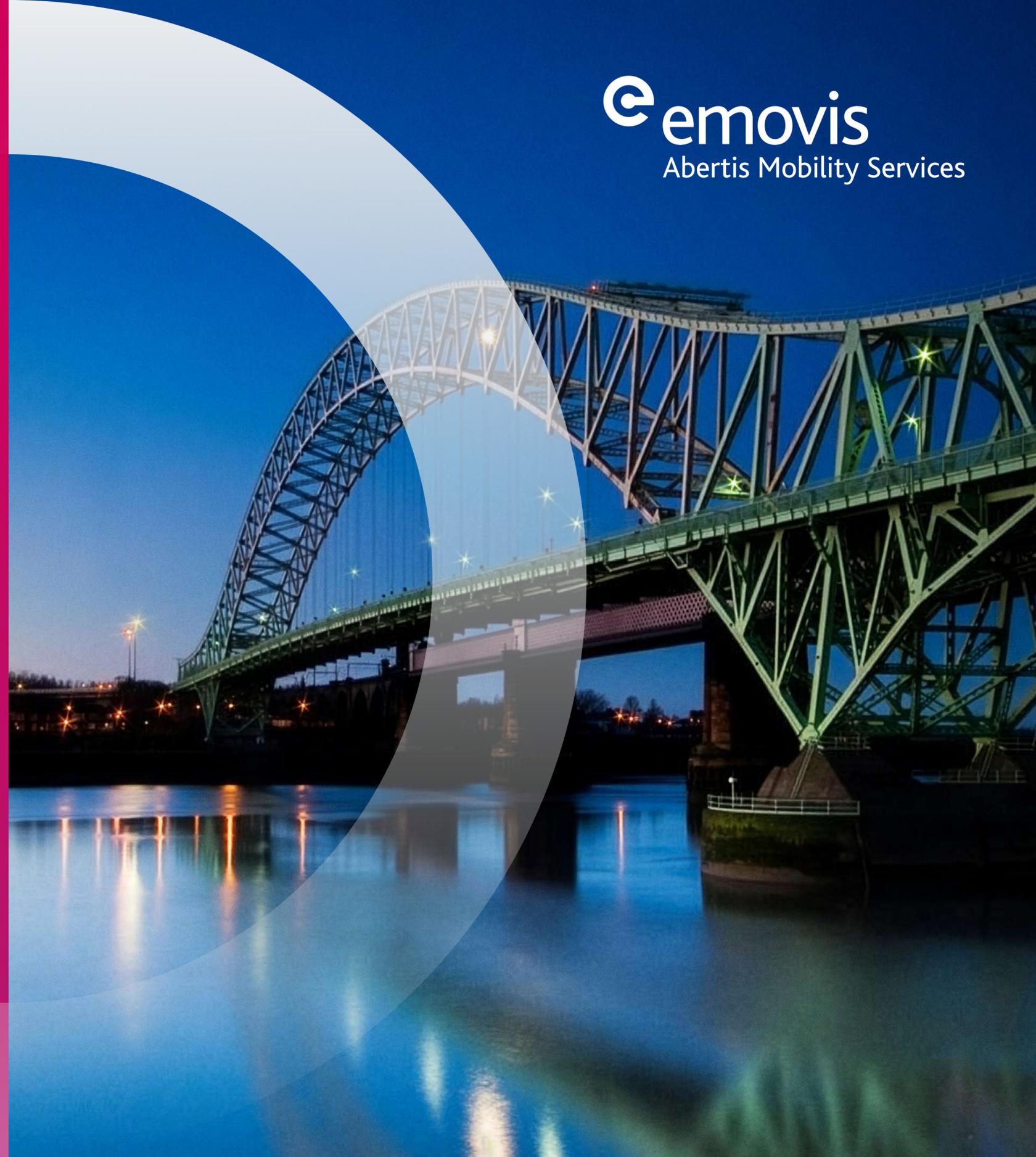


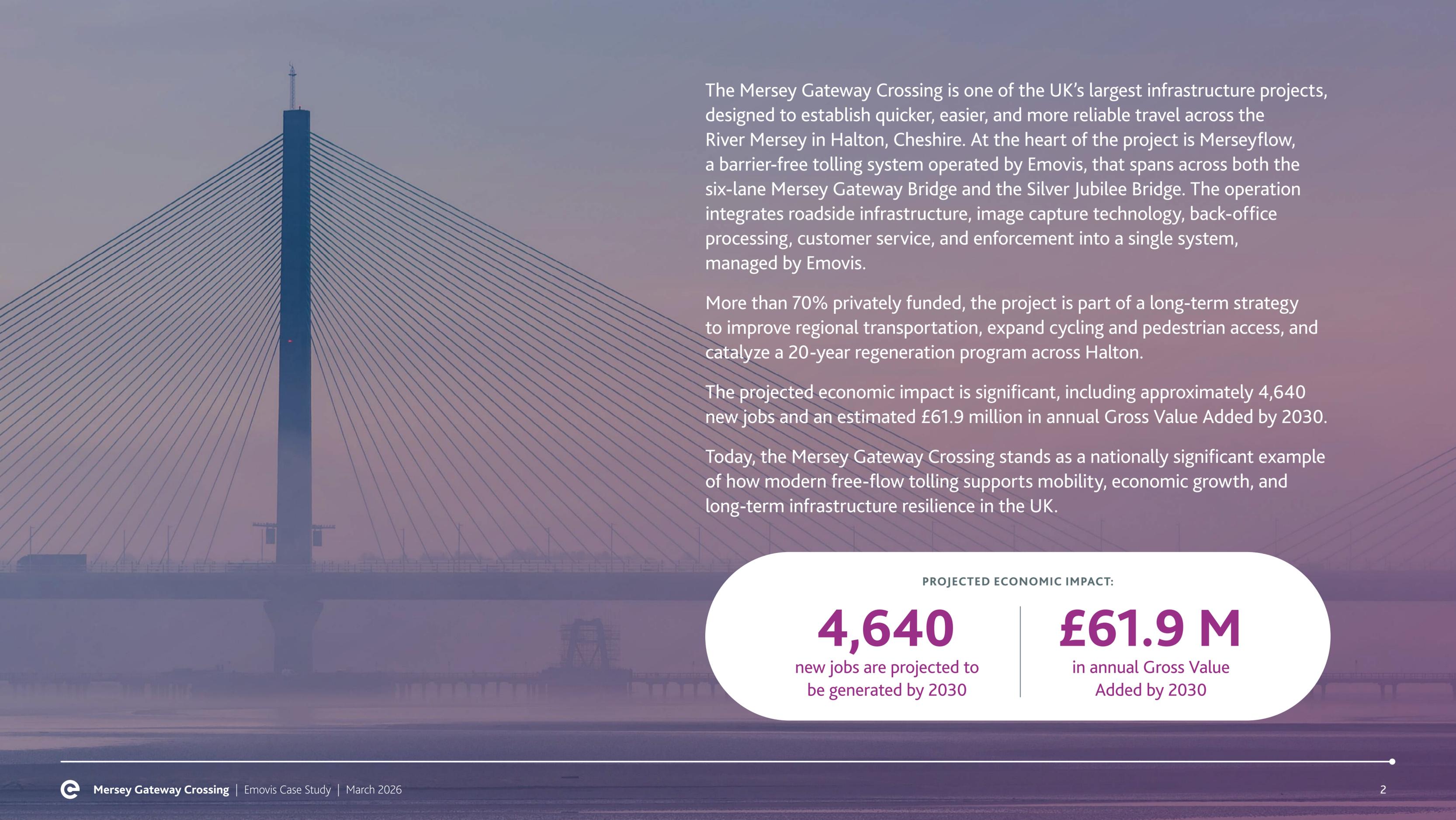
CASE STUDY

Mersey Gateway Crossing

March 2026

 **emovis**
Abertis Mobility Services



The background of the page features a large, modern cable-stayed bridge, the Mersey Gateway Crossing, spanning across a wide river. The bridge has a prominent central pylon with numerous stay cables fanning out to support the deck. The scene is captured in a soft, hazy light, possibly during dawn or dusk, with a purple and blue color palette. The bridge's reflection is visible in the water below.

The Mersey Gateway Crossing is one of the UK's largest infrastructure projects, designed to establish quicker, easier, and more reliable travel across the River Mersey in Halton, Cheshire. At the heart of the project is Merseyflow, a barrier-free tolling system operated by Emovis, that spans across both the six-lane Mersey Gateway Bridge and the Silver Jubilee Bridge. The operation integrates roadside infrastructure, image capture technology, back-office processing, customer service, and enforcement into a single system, managed by Emovis.

More than 70% privately funded, the project is part of a long-term strategy to improve regional transportation, expand cycling and pedestrian access, and catalyze a 20-year regeneration program across Halton.

The projected economic impact is significant, including approximately 4,640 new jobs and an estimated £61.9 million in annual Gross Value Added by 2030.

Today, the Mersey Gateway Crossing stands as a nationally significant example of how modern free-flow tolling supports mobility, economic growth, and long-term infrastructure resilience in the UK.

PROJECTED ECONOMIC IMPACT:

4,640

new jobs are projected to
be generated by 2030

£61.9 M

in annual Gross Value
Added by 2030

1 THE CHALLENGE

For years, the Silver Jubilee Bridge, a vital gateway connecting the towns of Runcorn and Widnes in Cheshire, England, operated severely beyond capacity.

Daily traffic for the bridge reached over **70,000 vehicle crossings per day**, creating major congestion for residents, commuters, and businesses across Halton and the wider Northwest of England.

To address this issue and future-proof transportation infrastructure across the River Mersey, the six-lane crossing Mersey Gateway Bridge was constructed.

When the new bridge opened in October 2017, the Silver Jubilee Bridge was closed off to be refurbished. Later in October 2021, when the bridge was reinstated, tolling operations flowed simultaneously on both bridges. **The challenge was to deliver:**



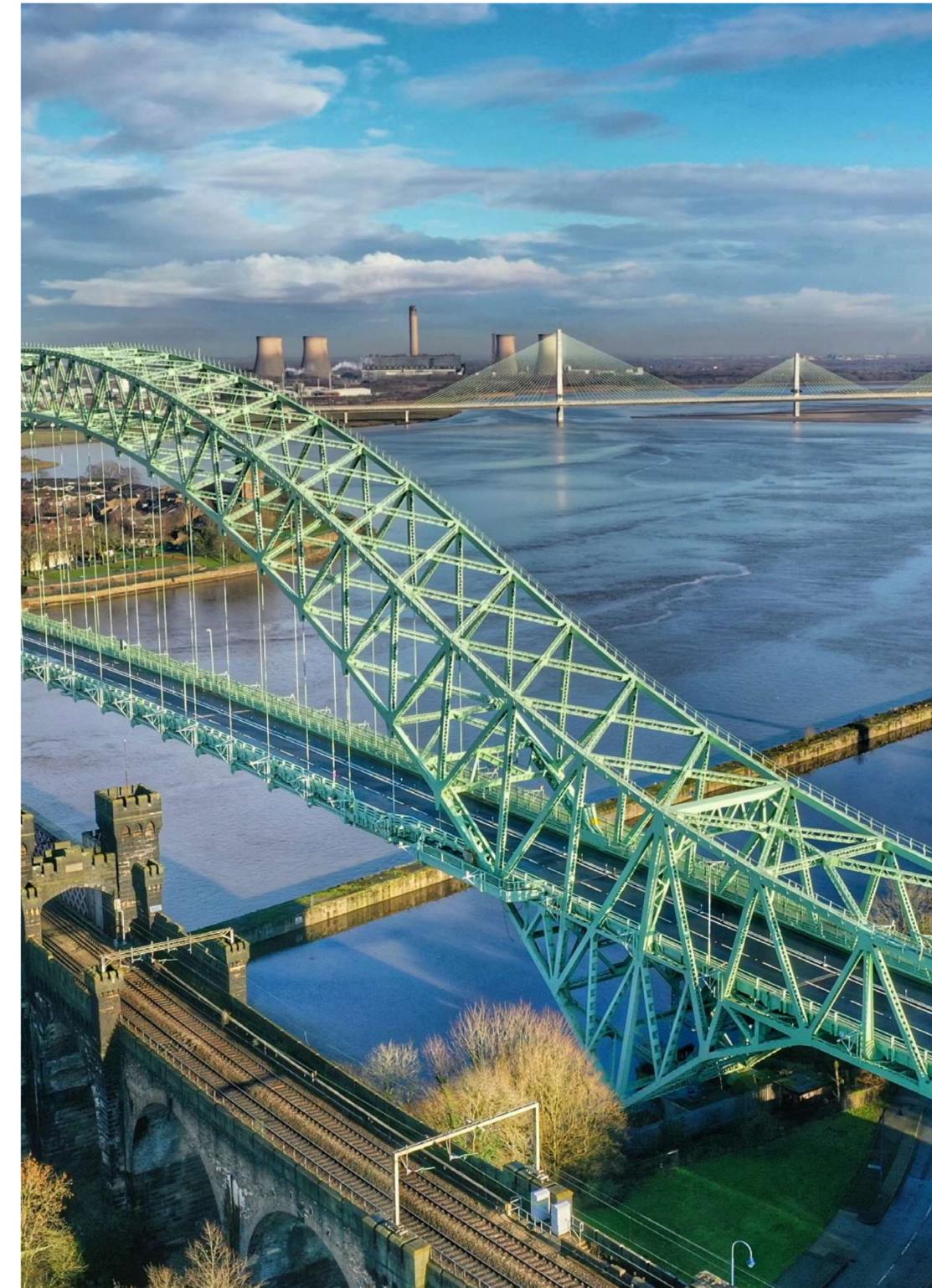
A seamless tolling experience across the two bridges with no barriers



Clear customer communication and easy payment options



High compliance with fair, effective enforcement without damaging public trust



2 THE SOLUTION

Emovis was appointed to operate and maintain the entire tolling infrastructure from installation to back-office processing and customer experience, for the Mersey Gateway Crossing through the Merseyflow system.

With a team of over **100 multi-disciplined experts**, Emovis delivered a fully integrated, end-to-end free-flow tolling operation, including:



TOLLING INFRASTRUCTURE & TECHNOLOGY

Gantry installation and maintenance, image capture and review, and system monitoring



BACK-OFFICE & FINANCIAL OPERATIONS

Toll collection, payment processing, reporting, and reconciliation



CUSTOMER EXPERIENCE MANAGEMENT

Inbound and outbound customer service across phone, email, social media, and post



MARKETING & COMMUNICATIONS

Driving awareness and adoption of digital and automated payment methods



ENFORCEMENT & COMPLIANCE

Proportionate management of unpaid tolls, fees, and fines

This multi-pronged approach combined cutting-edge technology, with best-in-class customer service, and future-focused operational processes, enabling Emovis to adapt to both changing customer behavior and operational demands.

3 THE IMPACT

As a result, Merseyside remains in motion and able to operate efficiently, compliantly, and at scale. In 2025 alone:

27 million journeys

were made across the Mersey Gateway and Silver Jubilee bridges, making it the busiest year for crossings since the Mersey Gateway Bridge opened in 2017.

Registration and digital adoption were at the highest levels ever recorded

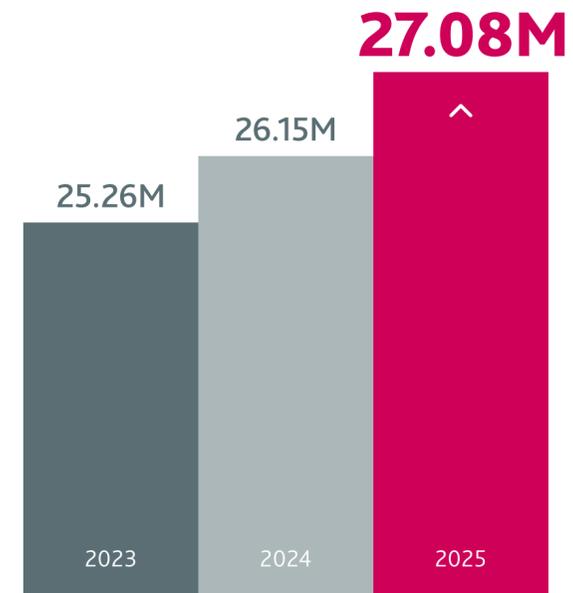
94% of customers opting for automated or digital payment methods.

Over 97.8% of journeys were paid on time,
demonstrating high compliance and low enforcement.

The project demonstrates Emovis' ability to deliver trusted, high-compliance free-flow tolling operations that balance scale, customer experience, and support for long-term infrastructure resilience.

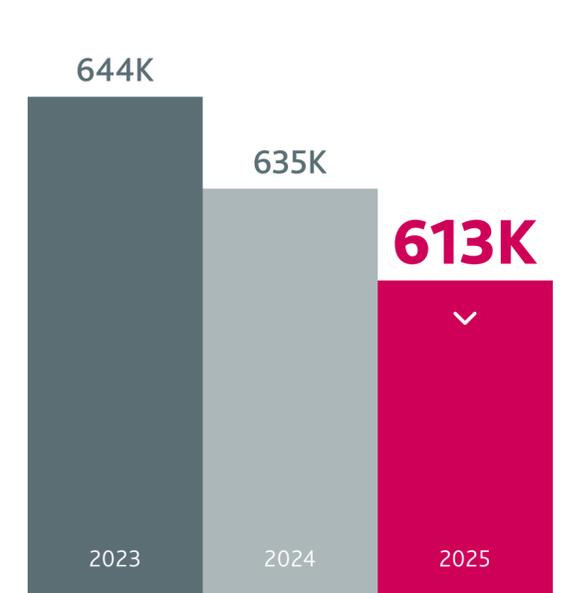
TRAFFIC INCREASES YEAR ON YEAR

Total journeys and number of PCNs issued



PCNS DROP YEAR ON YEAR

Total journeys and number of PCNs issued



WEB: 45%

APP: 39%

PAYMENT METHODS

January–December 2025

AUTO TOP-UP: 10%

PHONE: 5%

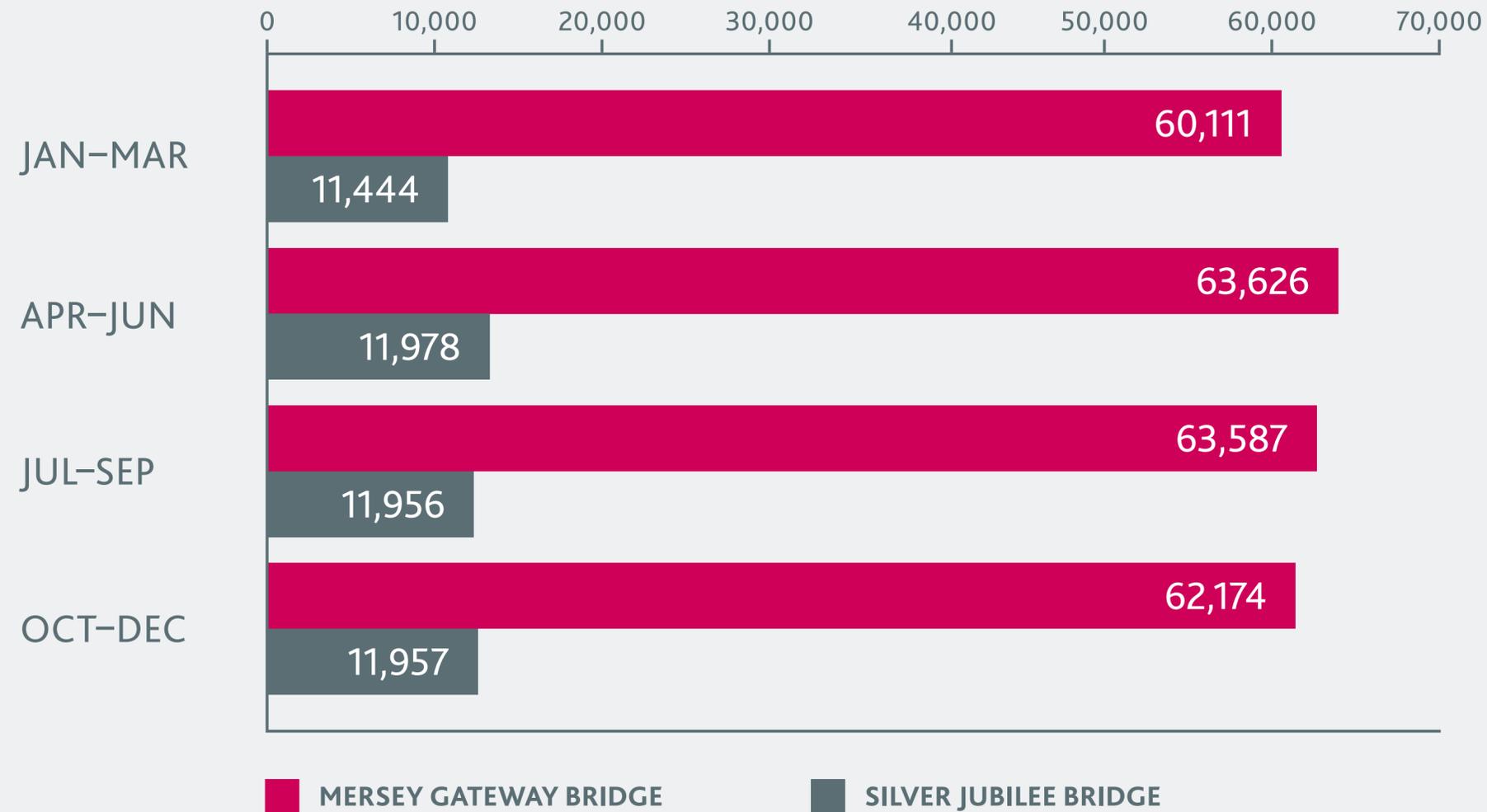
PAYZONE: <1%

AUTO PHONE PAYMENTS: <1%

WALK-IN-CENTRE: <1%

Bridge usage from January–December 2025

Average number of journeys per day



Total Journeys and Penalty Charge Notices (PCNs) 2025

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

MONTH	TOTAL JOURNEYS	PCNs ISSUED
January	2.05M	50K
February	2.05M	37K
March	2.33M	51K
April	2.24M	24K
May	2.34M	56K
June	2.30M	60K
July	2.37M	65K
August	2.29M	65K
September	2.29M	55K
October	2.39M	55K
November	2.26M	47K
December	2.17M	48K

Emovis is a global expert in toll-based mobility solutions. With over 850 experts worldwide and more than four decades of experience, we partner with transportation operators and agencies to deliver cutting-edge tolling solutions that span the entire mobility value chain, facilitating billions of transactions annually and driving revenue growth for clients worldwide.

For more information, visit [emovis.com](https://www.emovis.com)