Cluster randomisation
18 practices
N (participants) = 108

Opportunistic recruitment
9 practices
n = 54

- Written advice (WA)
  3 practices
  n = 18
  - Devon n = 6
    Coventry n = 6
    Bristol n = 6

- Brief advice (BA)
  3 practices
  n = 18
  - Devon n = 6
    Coventry n = 6
    Bristol n = 6

- BA+Pedometer (BA+P)
  3 practices
  n = 18
  - Devon n = 6
    Coventry n = 6
    Bristol n = 6

Systematic recruitment
9 practices
n = 54

- Written advice (WA)
  3 practices
  n = 18
  - Devon n = 6
    Coventry n = 6
    Bristol n = 6

- Brief advice (BA)
  3 practices
  n = 18
  - Devon n = 6
    Coventry n = 6
    Bristol n = 6

- BA+Pedometer (BA+P)
  3 practices
  n = 18
  - Devon n = 6
    Coventry n = 6
    Bristol n = 6