THE SEARCH for Southampton's best bar is on.

More than 100 licensess from across Southampton attended the launch of this year's competition.

The competition is being opened up to pubs, clubs and bars across Bitterne and Shirley as well as the city centre and Portswood areas that competed in last year's inaugural event.

At the launch held at St. Mary's stadium, more than 100 licensees signed up for application packs.

The competition, run in partnership with Southampton City Council and the city's, police licensing unit is sponsored by Bacardi Brown-Forman Brands.

Once applications are returned teams of licensing and council officers will visit

each premises to assess how they fare in areas including health and safety, staff training, responsible drinks promotions and crime reduction.

The awards ceremony will take piace in April where the winners in each category of club and pub will be announced, along with the overall winner of the Best Bar None title of 2007.